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Latest "Radio for Retailers" Material Shows Large Increase In Sales Volume

The fact that "radio contributed directly to an average increase in sales of 61.96%" in three test departments is revealed in the latest chapters of "Radio for Retailers," the book based on the year-long study of radio advertising conducted at Joske's of Texas.

Latest findings of the study, conducted through the cooperation of the department store and the NAB, are now being distributed by the association and the National Retail Dry Goods Association.

The new material, along with previously published details, while based on the operation and experiences of Joske's radio advertising, can be adapted to guide retailers of all types and sizes in the application of broadcast advertising to their own retail problems. "Radio for Retailers," published in loose-leaf form, includes chapters on "Planning" and "Results," released in October, 1946; and chapters on "Copy" and "Programs," released in February, 1947. The February release also included three appendices—a radio bibliography, examples of radio commercials, and descriptions of retailers' programs.

Special Study: The special study in which "test" and "control" departments were set up was conducted during the six-month period, June–December, 1946, at Joske's.

By setting up the "test" departments which received radio advertising, and comparing their sales with those of "control" departments which received normal advertising in other media but no radio, the following conclusions were reached:

1. Radio contributed directly to an average increase in sales of 61.96% in the three test departments.

2. Indicating its cumulative effect, radio contributed directly to an average increase of 46.89% during the first six weeks

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Networks Will Seek to Arrange Duplication of AM Music Programs on FM Stations

The four networks will seek to arrange duplication of network AM musical programs on FM radio stations, network representatives reported to the Employee-Employer Relations Committee Monday (21).

The latter Committee, holding sessions at NAB headquarters on labor legislation, endorsed the report

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Special Standards Committee Concludes Work on Draft of New Industry Code

In a two-day meeting Tuesday and Wednesday (22-23), the NAB Special Standards of Practice Committee completed its work on the drafting of a new Code for the broadcasting industry.

The Standards group, a subcommittee of the NAB's Program Executive Committee, will now submit its Code recommendations for the latter's consideration. Pursuant to consideration by the program committee, the proposed Code will be presented to the Board.

Harold Fair, NAB program department director, stated at the meeting's conclusion: "We are hopeful of having a Code ready by the time of the NAB Convention in September."

Members of the Committee who attended the meeting at NAB headquarters include: Robert Swezey, MBS, chairman; George Biggar, WIBC; Eugene Carr, WPAY; Roger W. Clipp, WFIL; Walter J. Damm, WTMJ; Ken R. Dyke, NBC; Harold Fellows, WEEI; Gilson Gray, CBS; C. T. Lucy, WRVA; and John M. Outler, WSB.

Unable to attend were: Edgar Bill, WMBD, and Gayle W. Grubb, KGO.

NAB was represented by: President Justin Miller, A. D. Willard, Jr., C. E. Arney, Jr., Ben Miller and Mr. Fair.

On the Inside

Membership attention is called to an error in the By-Laws referendum now being conducted, which might cause a member to vote opposite to his desire. (p. 602)

The Inter-American Copyright Convention, recently sent by President Truman to the Senate for ratification, will be opposed by NAB when hearings are held. (p. 602)

Leading technical experts will present papers on engineering progress and operation at the NAB Convention during the engineering conference on September 15. (p. 603)

A new order blank, revised to July 15, listing station aids available through NAB headquarters, is now ready for distribution. (p. 602)

The International engineering conference, in session at Atlantic City, shifted into high gear last week in discussions on admittance of several countries and in answering the United Kingdom's proposal for regulation of broadcasting. (p. 604)

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

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ROBERT K. RICHARDS
Director of Public Relations

ARTHUR C. STRINGER
Director of Special Services

Networks Will Seek to Arrange Duplication of AM Music Programs on FM Stations

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of the networks by resolution and urged them to proceed with the plan "as quickly as possible."

Following is the text of a resolution adopted by the EER Committee:

"Be it Resolved, that the EERC of the NAB endorses the proposal of the networks to confer with the proper officials of the AFM to the end that there be the earliest possible resumption of duplication of AM network musical programs over FM facilities."

Richard P. Doherty, director of NAB's employee-employer relations department, reported to the committee on the current status of labor relations in the broadcasting industry.

NAB will mail the analysis of labor legislation recently announced, to the membership this week.

At the conclusion of the meeting, John Elmer, WCBM, chairman of the Committee, issued the following statement summarizing the day's discussions:

"The full impact of the Taft-Hartley and Lea Acts upon employee-employer relations in the radio industry will be more clearly discerned as existing contracts are renewed and new contracts are written. Except in a few areas, union-management relations throughout the radio industry have been far more harmonious than in most industries. There is nothing in the Taft-Hartley Act which should change this situation. It is expected that broadcasters and radio-union officials will respect their mutual rights and responsibilities and live within the stipulations of the law.

Employer's Responsibilities: "While the new law grants to management new rights and establishes a more equitable balance to the collective bargaining process,

it also places added responsibilities upon employers. These are both legal responsibilities under the Act and the moral responsibility to direct and conduct labor relations with fairness and due regard for sound employee-employer relations.

"1. Virtually all radio contracts contain either the closed-shop or union-shop provision and are, therefore, directly affected. The closed shop, with hiring through the union, and the frequent practice of granting 'temporary working cards' in lieu of union membership to persons not furnished by the union—conditions characteristic of many technician contracts—are prohibited.

"2. The 'Guild' shop of one radio union conforms to the spirit, but not the letter, of the Taft-Hartley union-shop provision. Although typical contracts permit management to hire anyone it chooses, new employees are nonetheless required to take out membership immediately. In the future such contracts must provide for a minimum of 30 days' employment prior to compulsory union membership. However, there is nothing which prevents a new employee from joining the union at an earlier date if he so wishes.

"3. Practically all union-security provisions in radio contracts are accompanied by 'good-standing' clauses. Many of these clauses stipulate rather broad, discretionary powers on the part of unions in determining eligibility for membership. These good-standing specifications will now have much less effect upon the employers' obligation to discharge workers who are expelled from the union.

"Under the Taft-Hartley Act union members may still be expelled from the union according to the union's constitution and by-laws. However, the law makes it an unfair labor practice, where a union-shop condition of employment exists, for the union to cause an employer to discharge an employee for any reasons other than failure to pay dues and initiation fees.

"4. One of the most significant prohibitions in the Taft-Hartley Act, as it affects broadcasting, is that against secondary boycotts.

Secondary Boycott: "Basically, the secondary boycott has been more responsible for bad feeling between broadcasters and radio unions than any other single factor. The outlawing of this unfair instrument will not undermine union strength but it will, undoubtedly, lead to a greater spirit of mutual understanding and cooperation between broadcasters and radio unions.

"5. The Taft-Hartley Act specifically excludes 'supervisors' from union representation if management is unwilling to admit to their inclusion within the bargaining unit. So far as broadcasting is concerned, the NLRB has previously, e.g., the Great Trails Broadcasting case, established the policy of excluding from the regular bargaining units of employees all those persons who are actual supervisors, such as chief engineers and chief announcers.

"6. Featherbedding practices have been made unfair labor practices under the Taft-Hartley Act. Furthermore, coercion to force these practices is subject to criminal proceedings under the Lea Act. Thus, the arbitrary imposition of station quotas by unions is clearly outlawed. Agreements may still specify quotas, expressed either in number of persons or in dollars to be spent during the year. However, such quotas cannot be dictated by the union and must conform to what the broadcaster himself accepts as meeting his needs.

"The full impact of the Taft-Hartley and Lea Acts upon radio unions and the employment of their members will depend primarily upon the degree of cooperation extended to broadcasters by union officials. Ada-

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mant and arbitrary demands by union leaders, not based upon good programming and operations, will do irreparable harm to both unions and the radio industry. Now is the time to evolve a sound policy based upon economic factors and not coercive demands by either side."

Attending today's meeting were: John Elmer, Chairman, WCBM; Ernest de la Ossa, NBC; Howard Hausman, CBS; William S. Hedges, NBC; Les Johnson, WHBF; Henry Ladner, NBC; Howard Lane, Field Enterprises, Inc.; Harry R. Le Poidevin, WRJN; John H. MacDonald, NBC; C. L. McCarthy, KQW; Joe McDonald, ABC; Gustav B. Margraf, NBC; P. A. O'Bryan, Dow, Lohnes & Albertson; Marshall Pengra, KRNR; Robert Swezey, MBS; Frank R. Smith, WWSW; C. L. "Chet" Thomas, KXOK; Frank K. White, CBS. Those in attendance from NAB were: Judge Justin Miller, President; A. D. Willard, Jr., executive vice president; Don Petty, general counsel; Richard P. Doherty, director of EER; Iver Peterson, general counsel's office; David J. Farber, assistant to the director of EER.

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of its use, and 76.99% during the second six weeks.

3. Radio advertising has greater "carry-over" value. Although sales decreased when radio advertising was discontinued, the average decline in those departments where radio was used was not as great as in comparable departments where radio had not been used.

4. Results of this test support the results of other methods of measurement, which have indicated that radio is an effective force in the promotion of retail sales.

5. Such research over longer periods of time would provide retailers a simple means of measuring results of their own advertising.

The special study was undertaken through the co-operation of NAB and Joske's when at the end of the study year 1945 there were several fields of promising research still untouched. The 1946 study utilized the services of an outside research specialist, Vernon Fryburger, who was a member of the faculty of the School of Business Administration, Miami University. He joined the Faculty of the University of Illinois when the special study was completed.

Mechanics of Study: To obtain statistical evidence concerning the effectiveness of radio in terms of sales results, six departments with parallel sales were used in the controlled experiment.

Three departments—Infants' Wear, Inexpensive Dresses, and Inexpensive Coats—were promoted by radio and were designated "test departments." Three other departments—Better Dresses, Better Coats, and Better Suits—received no radio promotion and were designated "control departments."

The test period covered 24 weeks from June 24 to December 7, 1946, and was divided into four periods of six weeks each, covering the following stages:

Before Radio—June 24 to August 3. During this period, test departments received no radio adver-

tising. Normal promotion was carried on for the test and control departments. Sales for this period served as a base from which to measure the effect of radio when it would later be added.

During Radio—First 6 weeks—August 5 to September 14. Test departments were promoted by radio. Control departments continued to receive normal promotion in other media. Sales during this period indicated the effect of radio when added to the test departments.

During Radio—Second 6 weeks—September 16 to October 26. Radio promotion of test departments was continued. Sales indicated the cumulative effect of radio. Normal promotion continued in the control departments.

After Radio—October 28 to December 7. Test departments received no radio advertising. Sales indicated the carry-over effect of radio. Test and control departments received normal promotion.

"When radio was added," the report states, "all three test departments registered increased sales, ranging from 15% to 206% as shown below:

Test Departments	% Increase over Period Before Radio
Inexpensive Dresses	15.78
Inexpensive Coats-Suits	206.76
Infants Wear	53.42

Promotion: The book's chapter on Promotion points out that "during the entire period of the radio study, Joske's used coordinated promotion of all advertising media to insure maximum results."

Some of the store's advertising in the newspapers was used to further the radio campaign. To extend and increase the appeal that radio made for specific merchandise through its "beamed program" technique, the newspaper promotion in support of radio was especially written and scheduled.

In developing the promotion campaign, consistency was the aim. The radio director furnished the promotion department with a permanent chart showing the various departments to be advertised on the air and the respective programs with which each was to be paired in visual advertising.

In addition to detailing the various approaches utilized by department stores in tying-in with newspaper advertising, the book describes numerous techniques employed in promotion through magazines, correspondence, window displays, theatre trailers, etc.

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

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

Legal Department

Inter-American Copyright Convention Will Be Opposed by NAB

The Inter-American Copyright Convention of 1946 was sent to the Senate for ratification by President Truman on July 17, 1947.

This treaty, known officially as the Inter-American Convention on the Rights of the Author in Literary, Scientific, and Artistic Works, was signed by delegates of the United States and all of the Latin American countries in Washington in June, 1946. The President sent to the Senate with the treaty, the report of the American delegate, Luther H. Evans, Librarian of Congress, which recommends ratification by the Senate.

The treaty has been referred to the Senate Foreign Relations Committee for consideration. However, present indications are that the Committee will take no action with respect to it before the next session of Congress. It is likely that full consideration will be given to it at the next session and that public hearings, which have been requested by Don Petty, NAB General Counsel, among others, will be held. At that time he will file a brief and appear in opposition.

The treaty, which would become effective in the United States upon approval by a two-thirds vote of the Senate, makes several drastic revisions of the American copyright law which are of serious concern to the radio industry, one of the largest users of copyrighted material in this country. See NAB Reports, Information Bulletin—Legal, Vol. 14, No. 6, July 1, 1946.

One objection in particular is that the treaty is a step toward adherence to the Berne and Rome Conventions and admission to the International Copyright Union, which govern the copyright relations of most of the countries outside of the Americas. The principles of copyright established by the Berne Convention are, in many respects, opposed to those of the American copyright law and, for that reason, the United States has refused to adhere to it despite numerous efforts made toward that end since its inception in 1886.

That one of the purposes of the Inter-American treaty is to pave the way for the adherence of the American states to the Berne Convention is made clear by the action of the delegates to the Conference who unanimously recommended as follows:

"The Inter-American Conference of Experts on Copyright recommends to the Governing Board of the Pan American Union that it consider the desirability of appointing a temporary commission from among its members for the purpose of studying the means of promoting similarity of laws respecting copyright throughout the Continent and of harmonizing the inter-American and the Berne Union copyright systems."

Further, Mr. Evans in his letter of transmittal to the Secretary of State said:

"The improvement of inter-American copyright relations among the American republics is thus a

necessary first step in this specialized field toward the realization of a United Nations convention within which authors and owners of literary, scientific, and artistic works may have their rights in such works safeguarded throughout the world."

IMPORTANT CORRECTION!

An important correction in connection with the balloting on the proposed By-Laws is called to the attention of all NAB members.

Through an error the subheads of Proposals No. 1 and No. 2 to Article VI in the printed revision were transposed. Since the explanatory notes which digest the changes relate directly to these proposals by number, those members who vote on the basis of the explanatory note would be voting opposite to their desire.

In order to eliminate incorrect balloting, NAB has instructed Ernst & Ernst, Inc., New York accounting organization which is conducting the referendum, to mail to the Association's membership a supplementary ballot dealing with the election of Directors-at-Large.

Following is the statement being sent to the membership with the supplementary ballot:

"The proposed revision of the By-Laws previously sent you was in error through transposition of the bold face subheads on pages 4 and 5, i.e. 'Proposal No. 1;' 'Proposal No. 2.'

"Since the explanatory note on Page 6 relates directly to these Proposals the Supplemental Referendum Ballot enclosed herewith is intended to correct the error and will be considered the official ballot on Article VI and only those votes on that Article recorded on this Supplemental Referendum Ballot will be counted."

Small Market Stations

Harry W. Linder, KWLM, Willmar, Minn., has been appointed Small Market Stations Chairman for NAB District Eleven (Minn., Mich.,* North Dakota, South Dakota* and Wis.*). The appointment was announced by John F. Meagher, District Director.

* Part of these states are in District Eleven.

New Order Blanks List Material Available To NAB Members

The Small Market Stations Division will send, upon request, a new order blank (revised as of July 15, 1947) listing the many station aids available to NAB members. While the material is of special interest to small stations, it will also be helpful to large operations. Requests should be mailed to Department of Broadcast Advertising, National Association of Broadcasters, 1771 N Street, N. W., Washington 6, D. C.

Broadcast Advertising

Radio Advertising Speech to Be Published In August Issue of "Stores" Magazine

The August issue of "Stores," the monthly NRDGA publication which features constructive articles on all phases of retailing, will publish the speech made by Miss Lee Hart, NAB's assistant director of Broadcast Advertising, for the recent NRDGA Sales Manager's Clinic in Chicago.

The title of the speech is "Planned Advertising and Copy for the Ear Bring Results from Radio." NAB has had a number of requests from store advertising managers and sales promotion directors for copies of this speech, so it is suggested that stations call local NRDGA member's attention to this article.

Other key speeches about sales promotion problems given at the NRDGA Sales Manager's Clinic will also be reproduced. Station sales, copy and program people can therefore find valuable material for adaptation in selling and servicing retail accounts in this August issue of "Stores." Your local NRDGA member would probably be glad to lend you his copy of "Stores" for study by your staff.

KITS FOR STATIONS

This week two new NAB member stations, identity unknown, are without the kit of broadcast advertising literature which is sent free-of-charge to all radio stations immediately upon acceptance of their membership application.

Reason: two bundles of the literature were returned to the NAB Mail Room by the Post Office after address stickers became detached and lost. If YOUR new station has not received its Manual of Radio Advertising, series of management studies, agency and advertiser contract forms and mats, radio success stories, sample rate cards, retailing booklets, pamphlets, etc., write the Department of Broadcast Advertising for a duplicate mailing.

Louisville Station Promotes Tune-in with Push Button Tabs

A novel promotion idea which has worked effectively for Station WKYW, Louisville, Ky., and which it recommends for other stations, is a die-cut card with call letters imprinted on the separate tabs for convenient use on push button radio sets.

Station WKYW mails the card to radio service shops in its primary area. Promotional copy on the reverse side urges the change of push button tabs to the station's frequency, and the station offers a free spot announcement to radio shops which bring or mail the names of 30 customers who have had push buttons reset to WKYW.

Books for Broadcasters

NEWS ON THE AIR, by Paul W. White. c1947. 398 p. \$3.50. Harcourt, Brace. 383 Madison Ave., New York 17.

This lively and explicit volume covers the whole field of radio journalism. A brief history of how the radio and the press got together is followed by chapters on how news gets over the air.

The scores of examples, stemming from the author's experience or borrowed or created by him, give the book humor and human interest as well as the value of being specific. The novice in the news room will probably cut short his "six month" probation period if he absorbs the advice Mr. White offers him.

PUBLIC RELATIONS IN ACTION, ed. by Philip Lesly. c1947. 280 p. \$4.50. Ziff-Davis, 350 Fifth Ave., New York.

This is a series of case studies of successful public relations activities. Of particular interest are chapters on The Advertising Council, NAB's "Radio Week" of 1945, NBC's "America United", NORC, and such drives as the National Safety Council's "National Farm Safety Week" in which radio participated.

Railroad Reservations to NAB Convention

Referring to Convention, Bulletin No. 2, July 14, regarding the operation of through cars to Atlantic City leaving various junction points on September 11th, September 13, it now develops that some members desire to arrive in Atlantic City on Thursday morning September 11th.

When you send your application for railroad accommodations to Harry A. Karr, Pennsylvania Railroad, Washington, D. C., make special mention of the fact that you will leave junction points on Wednesday, September 10th arriving in Atlantic City, Thursday morning, September 11th.

Engineering Department

Interesting Sessions Promised to Engineers at Convention on September 15

A number of the nation's outstanding engineering authorities, both industry and government, will present papers on technical progress and operation during the engineering conference at the NAB Convention on September 15.

In addition to this practical discussion of engineer-
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ing matters, the country's leading broadcast equipment manufacturers are planning a vast exhibit and demonstrations of the latest television, facsimile, AM and FM broadcasting apparatus.

NAB President Justin Miller will open the Engineering Conference with an address of welcome. The agenda, prepared under the direction of Royal V. Howard, NAB director of engineering, will encompass a broad field of engineering problems and developments and will feature, at the closing session, an FCC-Industry Roundtable.

The morning session, to be presided over by Orrin W. Towner, chairman of the NAB Engineering Executive Committee, will open with a discussion on Television by O. B. Hanson, NBC vice-president and chief engineer. Mr. Hanson's talk, illustrated with motion pictures, will deal with the subject of "Recent Television Developments," with particular emphasis on photography of Kinescope images, and with a description of the Washington and New York NBC television stations.

The second paper will be given by Paul A. de Mars, FM pioneer, who will speak on "Frequency Modulation Broadcast Station Construction." This paper will deal with the technical and economic problems that are encountered in the construction of broadcast transmitter facilities. The scope of the paper takes into consideration all factors affecting transmitter facilities. The final paper of the morning session will bring to the podium John D. Colvin, audio facilities engineer, ABC, who will give an illustrated talk on "Audio Considerations for Broadcast Stations," with emphasis on improved physical and electrical operation. Mr. Colvin's paper will present practical audio facility layouts for low and medium power AM and FM stations, and additionally will feature improved methods of turntable operation and the use of a newly developed record surface noise suppressor.

Following the luncheon recess, the afternoon session, presided over by Mr. Howard, will open with a symposium on "Transmitter Maintenance for Small and Medium-Sized Stations." This will be conducted by G. Porter Houston, chief engineer, WCBM, for the Small Stations, and Alfred E. Towne, director of engineering, KSFO, for the Medium-Sized Stations. Mr. Houston will delve into the fundamentals of maintenance and Mr. Towne will discuss and illustrate the practical adaptations of maintenance procedures.

The second paper in the afternoon session will attempt to clarify one of the major problems facing engineers in modern radio allocation when Dixie B. McKey, consulting radio engineer of Washington, will present his lecture on "Directional Antennas, Their Care and Maintenance."

At 3 p.m. George P. Adair, former chief engineer of the FCC and now a radio engineering consultant in Washington, will speak on the "Technical Regulation of Radio." Mr. Adair will elaborate on technical regulations, both past and future, the responsibilities of the Commission, the broadcaster and the engineer. He will include in his paper the problem of operator licensing requirements.

The final session of the afternoon will be the FCC-Industry Engineering Roundtable. The Commission representatives, headed by Chief Engineer George E.

Sterling, will be: Dr. John A. Willoughby, assistant chief engineer; James E. Barr, chief, Standard Broadcast Division; Cyril M. Braum, chief, FM Broadcast Division; and Curtis B. Plummer, chief, Television Broadcast Division. This "Information Please" panel will attempt to answer all regulatory engineering problems presented by the engineers in attendance.

International Delegates Discuss Admissions, British Proposal for Broadcasting Regulation

Shifting from the low gear of the past few weeks, the members of the International Telecommunications Union in session at Atlantic City this week slipped into high vocal gear on two important subjects. The first of these occurred at the Plenipotentiary Conference when the question of the admission of Latvia-Estonia, Lithuania, Outer Mongolia and Spain was settled by the rejection of their applications. It was not easily settled. Russia fought unsuccessfully for her group, but succeeded in keeping Spain out.

The second debate centered in the Radio Conference, as the British proposal for a carte blanche organization for the regulation of all types of broadcasting (AM-FM-TV-HF), including programs and legal, on an international basis was reopened for discussion (Current Reports, p. 583). Opposing the United Kingdom proposal, the U. S. Delegation immediately assumed an adamant "Monroe Doctrine" attitude, feeling that under the UK proposal the United States would become involved in regional discussions.

UK Attempts Clarification: In re-starting the previous discussion on their proposal to include standard broadcasting within the international organization the UK delegate stated, in an attempt to clarify their position: "I do not think that any country represented at this Conference will deny the very important part which broadcasting now plays in the daily lives of men and women in every individual nation, and thus it is the view of the United Kingdom that the time has arrived when the importance of broadcasting should be recognized by the setting up of an organization especially to coordinate the technical aspects of broadcasting services. The idea of a special organization for broadcasting matters only is not new. Before the War the need for international cooperation in the operation of broadcasting services was clearly apparent."

The delegate went on to explain that in Europe they have had their committees and that similar bodies have come into being in other regions of the world. "During and since the War there have been two very important differences which, in the view of the United Kingdom, make the need for full international cooperation in broadcasting matters even more imperative. The first of these is International Broadcasting and the second is the realization by the United Nations, its sub-organizations and its specific organizations such as UNESCO, of the very important part which broadcasting has played and can play in international relations generally in education, social and cultural developments and in the cause of peace. As regards International Broadcasting, there is clear indication, for example in the proposals of the United States, of

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the need for an international organization to coordinate shortwave broadcasting services. The United Kingdom has considerable sympathy for such proposals in principal, but does not think that they go far enough, i.e., the United Kingdom does not think that any special organization for broadcasting should confine itself only to questions relating to international broadcasting on short wave lengths."

In regards to programs between countries, the British delegate stated that "broadcasting matters which will be dealt with under the aegis of the United Nations, namely investigation into such matters as freedom of information in relation to broadcasting program content, exchange of programs between countries and broadcasting in the cause of improvement in cultural and social relations, will be concerned in the main with program matters, but many of the discussions will have repercussions on what is or is not possible from technical considerations. It is, therefore, of great importance, in the opinion of the UK, that an authoritative body, under the ITU, representing all fields of broadcasting, should be available to guide and advise and maintain liaison with the United Nations on technical aspects of broadcasting. The UK, therefore, proposes that there should be an international broadcasting organization representative of the world as a whole which would deal with problems which should be considered on a world-wide basis, including, in addition to short wave, those matters of regional concern which it may be desirable to consider on a world-wide scale.

"The UK considers that in any international organization on the foregoing lines provisions should be made for participation by at least consultation between (1) Governments, since questions of frequency assignment will be considered and repercussions on other services will have to be borne in mind. (2) *Broadcasting organizations who will be the real experts in broadcasting matters but which, in many cases, are not Government representatives*, (3) Manufacturing organizations because any changes in broadcasting techniques, frequency assignments, etc., must be made in close collaboration with the manufacturers who produce the broadcast transmitting equipment and broadcast receivers, (4) other international organizations or specialized agencies which are concerned with broadcasting."

Chairman's Comment: At the conclusion of Britain's explanatory remarks, the Chairman, Gunnar Pedersen of Denmark, in commenting on the British proposal, said: "The discussion at the 15th meeting of Subcommittee A of the Organization Committee had disclosed widely differing opinions amongst the members." The Chair then opened the meeting for comment, and Lahaye of the French delegation stated that they opposed the British proposal for a broadcasting organization for all broadcasting for the reason that the ITU must keep to the minimum its organization except those "organizations whose utility has been clearly and irrefutably proved."

In the French opinion, the Delegate from Cuba concurred, however, the Delegate from India stated "... that he agreed with the principle contained" in the British proposal.

Opposing the British proposal, the Delegate from Canada then said that "in the opinion of his delega-

tion, some form of international broadcasting organization was needed to obtain maximum integration and use of international shortwave broadcasting from the technical point of view." "At present", he said, "the technical situation as regards shortwave broadcasting was very little short of chaotic. Many stations work simultaneously on the same frequencies, each causing interference with another. Worse still, some broadcasting stations were operating on frequencies proper to other services and were causing interference to those services. Canada would support the creation of an organization to handle international broadcasting on the high frequencies but, as regards the standard broadcast band (535-600 Kc), as far as the American region is concerned, this was regulated by the NARBA Agreement of Havana in 1937, as revised at Washington in 1946. This NARBA Agreement laid down elaborate and specified standards of engineering rules under which 1500 stations in this region operated. To permit this many stations to operate, specific provisions were made with regard to the use of directive antenna. This required high engineering standards. Canada, as a part to NARBA, could not agree to any plan which envisaged activities of a technical character by an international body in the field of standard band broadcasting in the North American region.

U. S. Concurs: In this view the U. S. delegation concurred with the delegate of Canada that high frequency broadcasting should be planned on a worldwide basis, but that in standard band and long wave broadcasting, this was not the case. He stated that the UK proposal envisaged, inter alia, that the proposed new organization, the CCID, should, through its regional committees, prepare provisional plans for the allocation and use of frequencies for standard and low frequency broadcasting services for consideration by regional broadcasting conferences. The U. S. delegate, Mr. Otterman, then stated that it was not clear if the preparation of the frequency allocation plans was to be on a national basis, and, if its plans were to be considered by regional conferences, it was proposed to introduce a worldwide organization which could not be familiar with all of the technical details within a given region, and that the U. S. could not agree to any intervention by a worldwide organization in the operation of NARBA Conferences, as an example, and further that, in his opinion, there was no need for a third organization to become involved in such studies.

In reply to this the delegate of the UK said that he entirely shared the views that some organization was necessary as regards high frequency international broadcasting services. He pointed out that it was not the UK proposal that the suggested Consultative Committee for Broadcasting should in any way take over the functions of international or regional radio conferences and that they would continue. He pointed out that this proposed body, the CCID, would meet as an administrative conference and would conclude agreements, just the same, in the case of Europe, it was envisaged that conventions such as those of Lucerne and Montreaux would continue on a governmental basis to conclude agreements, *including the assignment of specific frequencies to broadcasting stations*. "Simi-

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larly," the UK delegate stated he "wished to make it equally clear that the regional committees envisaged (of the CCID) would advise regional administrative broadcasting conferences within the province of each region, including frequency assignments under a regional agreement. In other words, he believed there was clearly no intention that there should be any interference by European authorities in any matters which were wholly within the province of NARBA; that their main purpose of submitting the proposal was to suggest that coordination should be established between the various regions for the purpose of interchanging information for the study of problems which were of worldwide concern.

Belgian Delegate's Stand: After this repartee the Belgian delegate then stated that the British proposal was not confined to purely technical matters, that it includes cultural (program) and legal problems; therefore, it does not properly belong in the ITU. The Belgian delegate then pointed out that, "Under the British proposal, questions pertaining to broadcasting under *all* its aspects (technical, cultural and legal) may be first studied by the owners or operators of broadcasting organizations who are competent in all their particular fields and who are intimately connected with broadcasting. These owners or operators are in constant daily contact with broadcasting problems in all their various aspects, which is not always the case with administrations." The Belgian delegation then went on to explain that under the British proposal private broadcasting operators would sit *only as advisers* to the administrations and this might not be satisfactory. The Cuban viewpoint was explained when the delegate stated "They had agreed in general with the views expressed by the delegate of France, but he had gone on to say that since the European manner of approaching the problem of frequency assignments for national broadcasting was fundamentally opposed to the manner in which the Americas approached the same problem, and specially as done by the nations parties to the NARBA, and also the difference between the two continents in the manner of rendering these services, one official operation while private operation was predominant in America, Cuba was opposed to any broadcasting organization of a world scope which in any way might touch on the standard broadcast band, until that date when the European manner of approach reached the degree of useful frequency sharing made possible by NARBA, in the North American Region." Other nations followed with their comments, and the Netherlands delegation agreed with the conclusions given by Belgium, and Denmark's representative believed that other sections of the ITU could do the technical work proposed by Britain without being involved in programming and other subjects. The delegate from the USSR stated that his Government's position was one of not favoring interference with regional plans and the British proposal of cultural and legal encompassment was not tenable.

After this exchange of remarks India modified its position to that of straddling the fence, while the Argentine supported the U. S. delegation, which was concurred in, in part, by Mexico.

In concluding the meeting the Chairman stated that

after the lengthy discussion which had taken place, that in regard to medium and standard broadcasting, there appeared to be a very strong opinion against the establishment of any organization which would interfere with regional broadcasting arrangements in different parts of the world and that a working party to study the question in greater detail should be appointed. It was finally agreed that this should be done, and the delegate of India was appointed Chairman. The Committee was made up of delegates of the UK, Mexico, USSR, France, Sweden and Canada. It was also agreed that Switzerland would have the right to participate if she so desired.

Public Interest Programming

Fire Prevention Week, October 5-11; Broadcasters' Cooperation Requested

1,700,000 needless fires attack the U. S. economy each and every year. This is a preventable fire about every 20 seconds—right around the clock—resulting in the annual death of about 11,000 Americans and a property loss which will this year approximate \$700,000,000.

Fire is *not* a necessary evil. It has been statistically proven that 90 per cent of *all* fires are preventable. The methods of fire prevention are not complicated. Neither are they expensive. They are simple time-proven tenets tested in the crucible of daily application. The problem of fire control is, however, determining ways and means of establishing common denominators for public education—methods of educating the general public "painlessly" about the simplicity of fire prevention and its accruing dividends.

Radio has an important stake in this campaign in the public interest. It can "sandwich in" the fire control message in programs while the public is in a receptive mood. The week of October 5 to 11 will be designated by President Truman, the governors of the several states and the Governor-General of Canada as Fire Prevention Week. The National Fire Protection Association as sponsors of Fire Prevention Week, asks the support of the National Association of Broadcasters to spotlight the importance of fire control.

Ad Council Network Campaigns

The following public interest campaigns have been given top priority on Network and National Spot All-locations Plans during the week of August 4-10, 1947 by The Advertising Council. 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.

(Continued on next page)

CARE

THE ADVERTISING COUNCIL ASKS YOUR HELP WITH THIS CAMPAIGN, APPROVED BY THE ADVISORY COMMITTEE ON VOLUNTARY FOREIGN AID OF THE U. S. DEPARTMENT OF STATE AND THE DEPARTMENT OF AGRICULTURE. **BECAUSE** . . . the 27 top welfare agencies in the country concerned with foreign aid, which compose CARE (Cooperative for American Remittances to Europe, Inc.) have asked The Advertising Council to call to the attention of the American people that the widespread spring and winter crop devastation in Europe has created a critical food situation there. **BECAUSE** . . . by sending more CARE food packages to Europe now, and during the coming months, individual Americans can help alleviate hunger overseas. CARE now handles orders for 10,000 packages a day—it can handle 50,000 a day. The goal of this campaign is to present the need to the American people so that, by using CARE's facilities to the maximum, they may bring this additional help as quickly as possible to those in need during the present emergency. **BECAUSE** . . . President Truman has endorsed this campaign and "commends CARE to the American People" as the non-profit organization through which individual Americans and American groups can get food and clothing textile packages to Europe now. Herbert Hoover also endorses CARE, and General Eisenhower has called CARE "a person-to-person expression of international goodwill," since each CARE package is delivered in the name of an individual American to a specific individual in Europe. 1. Stress the urgent need for food in Europe now and during coming months. Government reports indicate food conditions in many European countries are more desperate than a year ago. Winter kill and spring floods have destroyed food grains in country after country. Reserves are exhausted. Rations are being lowered at a time when malnutrition and disease are taking an increased toll among the children, men and women of Europe. With UNRRA having terminated its food program, the people of Europe are faced with a critical food situation now. 2. Point out that Americans can help by sending CARE food packages—endorsed by President Truman and Herbert Hoover. 3. Describe CARE packages. Indicate that in no other way can one send so much for so little. Because it is non-profit and because of its volume, CARE provides more food, and of higher calorie content, than the individual can purchase any other way. (a) *For \$10 CARE guarantees delivery of its 21½ pound, 41,000-calorie food package to any individual or group in 15 countries in Europe.* Each food package is designed to supplement rations of a family of four for a month. Contents are chosen by top nutritionists to meet most basic shortages; combine with available foods to make nationally preferred dishes; to provide the highest possible calorie content. (b) *For \$4 CARE delivers (1) a package containing 25 pounds of flour or (2) a package containing 10 pounds of lard.* These meet two of the most acute food shortages in Europe today. 4. Point out how simple it is to order a CARE food package: (a) *Just send \$10 to "CARE"—New York, for a package containing 21½ pounds of food, or \$4 for either 10 pounds of lard or 25 pounds of flour.* (b) Give your name and address and name and address of recipient. If you do not have the name of an individual or group you may designate a classification of individual you would like to help—such as "a French orphan," or "a Polish widow and family," or "a needy Austrian postman." *You will receive a signed receipt upon delivery.* (Fact Sheet No. 39.)

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 recruitment copy. There are many reasons why the demands 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 or 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 preparation 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, July 28. They are subject to change.

Monday, July 28

Further Hearing

(9:30 A. M.)

NEW—Wired Music, Inc., Rockford, Ill.—C. P. 1400 kc., 250 watts, unlimited.

Respondent: WRJN—Racine Broadcasting Corp., Racine, Wisc.

Further Hearing

(10:00 A. M.)

NEW—Van Curler Broadcasting Corp., Albany, N. Y.—C. P. 1460 kc., 5 KW, unlimited, DA-night.

NEW—The Joseph Henry Broadcasting Co., Inc., Albany, N. Y.—C. P. 1460 kc., 5 KW, unlimited, DA-N&D.

NEW—Governor Dongan Broadcasting Corp., Albany, N. Y.—C. P. 1460 kc., 5 KW, unlimited, DA-N&D.

(Continued on next page)

NEW—The Joseph Henry Broadcasting Co., Inc., Albany, N. Y.—C. P. 1460 kc., 500 watts night, 1 KW LS, unlimited. For license to operate on the present facilities of WOKO.

Tuesday, July 29

Further Hearing

(10:00 A. M.)

NEW—The Patriot Co., Harrisburg, Pa.—C. P. 580 kc., 5 KW, unlimited, DA-night.

WHP—WHP, Inc., Harrisburg, Pa.—C. P. 580 kc., 5 KW, unlimited, DA-night.

WARM—Union Broadcasting Co. (WARM), Scranton, Pa.—C. P. 590 kc., 1 KW, unlimited, DA-night and day.

WBAX—John H. Stenger, Jr. (WBAX), Wilkes-Barre, Pa.—C. P. 590 kc., 1 KW, unlimited, DA-night and day.

Intervenors: Columbia Broadcasting System, Inc.

WTAG—WTAG, Inc.,
Worcester, Mass.

WIAC—Radio Station WIAC, Inc.,
San Juan, P. R.

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, 5 KW night, 10 KW day, unlimited.

FCC ACTIONS

AMPLITUDE MODULATION

AM—New CP Granted

1360 KC.

The Sandhill Community Broadcasters, Inc., Southern Pines, N. C.—Granted CP for a new station to operate on 1360 kc., 1 KW, daytime only; engineering conditions. (BP-5583)

AM—Designated for Hearing

730 KC.

Kentucky Mountain Holiness Assn., Lawson, Ky.; Wyoming Broadcasting Co., Pineville, W. Va.—Designated for consolidated hearing the application of Kentucky Mountain Holiness Assn. (BP-6034), with application of Wyoming Broadcasting Co. (BP-6149), both requesting new stations to operate on 730 kc., 1 KW day.

1070 KC.

Texas Gulf Coast Broadcasting Co., Corpus Christi, Texas; KBKI—Alice Broadcasting Co., Alice, Texas—Designated for consolidated hearing application of Texas Gulf Coast Broadcasting Co. for a new station to operate on 1070 kc., 10 KW, unlimited time, DA, and application of KBKI (BP-5882) to change from 1070 kc., 1 KW day only, to 1070 kc., 5 KW, unlimited, using DA at night.

1340 KC.

Bert Williamson, Martinez, Cal.—Designated for hearing application (BP-6114) for a new station to operate on 1340

kc., 250 watts, unlimited time, and made station KSRO, Santa Rosa, a party to the proceeding.

1370 KC.

Lakes Area Broadcasting Co., Pryor, Okla.—Designated for hearing application (BP-5752) for a new station to operate on 1370 kc., 250 watts, daytime only.

1480 KC.

WHOM—Atlantic Broadcasting Co., Inc., Jersey City, N. J.—Designated for hearing application for modification of license to change main studio to New York, N. Y. (BML-1256)

AM—Licenses Granted for New Stations

690 KC.

KPET—Lamesa Broadcasting Co., Lamesa, Tex.—Granted license for new station to operate on 690 kc., 250 watts, daytime, and to specify studio location. (BL-2461)

1290 KC.

WMLO—Cream City Broadcasting Co., Inc., Milwaukee, Wis.—Granted license for new station to operate on 1290 kc., 1 KW, daytime only, and to specify studio location. (BL-2402)

1540 KC.

WJMO—W. J. Marshall, Cleveland, Ohio—Granted license for new station to operate on 1540 kc., 1 KW, daytime. (BL-2478)

1590 KC.

KCBD—Caprock Broadcasting Co., Lubbock, Texas—Granted license for new station to operate on 1590 kc., 1 KW-DA, unlimited. (BL-2449)

AM—License Renewals and Extensions

The following stations were granted renewal of licenses for the period ending August 1, 1950:

WDAX and Aux., Philadelphia; WCBM, Baltimore; WMGA, Moultrie, Ga.; WJLD, Bessemer, Ala.; WAGF, Dothan, Ala.; KSYL, Alexandria, La.; WPAY, Portsmouth, Ohio; WMHN, St. Paul, Minn.; KTUC, Tucson, Ariz.; KIUP, Durango, Colo.; KOKO, La Junta, Colo.; KTOK, Oklahoma City; KXLK, Great Falls, Mont.; WBOB, Galax, Va.; KCOY, Santa Barbara; KFRU, Columbia, Mo.; KREO, Riverside, Cal.; KWON, Bartlesville, Okla.; WATW, Ashland, Wis.; WBLK, Parkersburg, W. Va.; WBNY, Buffalo, N. Y.; WCOS, Columbia, S. C.; WDAR, Savannah, Ga.; WEOA, Indianapolis; WGRC, Louisville; WHBQ, Memphis; WJZM, Clarksville, Tenn.; WKMO, Detroit; WKPT, Kingsport, Tenn.; WKWK, Wheeling, W. Va.; WMBR, Jacksonville, Fla.; WRAC, Williamsport, Pa.; WRRN, Warren, Ohio; WSAU, Milwaukee; WTON, Staunton, Va.; WTCM, Traverse City, Mich.; KARV, Mesa, Ariz.; KODI, Cody, Wyo.; KUGN, Yuba City, Cal.; KOLN, Lincoln, Neb.; WORD, Spartanburg, S. C.

Licenses for the following stations were extended upon a temporary basis to October 1, 1947, for the reasons indicated:

KEBE—Billy Avinette Laurie, Jacksonville, Texas—Pending receipt of renewal application.

KTNM—McMa Agency, Tucumcari, N. M.—Pending receipt of renewal application.

WDEF—WDEF Broadcasting Corp., Chattanooga, Tenn.—Pending receipt of renewal application.

KVOP—W. J. Harpole, Plainview, Texas—Pending receipt of information requested by the Commission under Sec. 308(b) of the Act.

WJLB—Booth Radio Stations, Inc., Detroit, Mich.—Pending receipt of information requested by the Commission under Sec. 308(b) of the Act.

WNOC—H. Ross Perkins, Norwich, Conn.—Pending receipt of renewal application for new license. (Assignment of license granted July 3, 1947.)

(Continued on next page)

WCAW—Capital Broadcasting Corp., Charleston, W. Va.—Pending study of various departments; renewal application filed July 18.

WSGC—Elberton Broadcasting Co., Elberton, Ga.—Pending study of various departments; renewal application filed July 16.

KRKO—Everett Broadcasting Co., Inc., Everett, Wash.;
KTFS—Texarkana Broadcasting System, Texarkana, Texas—Pending receipt of information requested by the Commission under Sec. 308(b) of the Act.

AM—Modifications of CP's Granted

KHBC—Hawaiian Broadcasting System, Ltd., Hilo, Hawaii—Granted modification of CP to change type of transmitter and for approval of antenna and transmitter location. (BMP-2751)

KFH—Radio Station KFH Co., Wichita, Kans.—Granted modification of CP for extension of completion date to 10-14-47. (BMP-2925)

WSFA—Montgomery Broadcasting Co., Inc., Montgomery, Ala.—Granted modification of CP for extension of completion date to 8-15-47. (BMP-2921)

WTRC—The Truth Publishing Co., Inc., Elkhart, Ind.—Granted modification of CP for extension of completion date to 2-3-48. (BMP-2922)

WHUC—The Colgren Broadcasting Co., Hudson, N. Y.—Granted modification of CP to make changes in vertical antenna. (BMP-2895)

WKOP—The Binghamton Broadcasters, Binghamton, N. Y.—Granted modification of CP to change type of transmitter. (BMP-2904)

KCRS—Millard Eidson, Independent Executor of Estate of Clarence Scharbauer (deceased), Midland, Texas—Granted modification of CP to change type of transmitter. (BMP-2885)

KTIL—Tillamook Broadcasting Co., Inc., Tillamook, Ore.—Granted modification of CP to change type of transmitter and make changes in vertical antenna.

WMAZ—Southeastern Broadcasting Co., Macon, Ga.—Granted modification of CP to install new transmitter. (BMP-2907)

WGUY—Portland Broadcasting System, Inc., Bangor, Maine—Granted modification of CP to change name to Guy Gannett Broadcasting Services. (BMP-2911)

WRBL—Columbus Broadcasting Co., Columbus, Ga.—Granted modification of CP to change transmitter location. (BMP-2935)

WROL—Stuart Broadcasting Co., Knoxville, Tenn.—Granted modification of CP to make changes in directional antenna. (BMP-2813)

WCRK—Cherokee Broadcasting Corp., Morristown, Tenn.—Granted modification of CP to change type of transmitter, make changes in vertical antenna, change transmitter and studio locations, and for extension of completion date to 12-3-47. (BMP-2800)

KEEN—United Broadcasting Co., San Jose, Calif.—Granted modification of CP to change studio location. (BMP-2902)

KYAK—Yakima Broadcasting Corp., Yakima, Wash.—Granted modification of CP to change type of transmitter, for approval of antenna, transmitter and studio locations. (BMP-2849)

WFIL—Triangle Publications, Inc. (The Phila. Inquirer Div.), Philadelphia, Pa.—Granted modification of CP for extension of completion date to 11-1-47. (BMP-2872)

KSEL—Lubbock Broadcasting Co., Lubbock, Texas—Granted modification of CP to change directional antenna by reducing overall tower height. (BMP-2806)

WLOH—Mountain Broadcasting Service, Inc., Princeton, W. Va.—Granted modification of CP for change in type of transmitter, approval of antenna, transmitter and studio locations. (BMP-2877)

WVIM—Ewing Broadcasting Co., Vicksburg, Miss.—Granted modification of CP for approval of antenna and transmitter location, and specify studio location. (BMP-2740)

KGAF—Gainesville Broadcasting Co., Inc., Gainesville, Texas—Granted modification of CP for approval of antenna and transmitter location, and specify studio location as same as transmitter location. (BMP-2782)

KXXL—The Voice of Reno, Reno, Nev.—Granted modification of CP to change type of transmitter, change transmitter and studio locations, and extend completion date to 2-13-48. (BMP-2734)

WGL—Farnsworth Television & Radio Corp., Ft. Wayne, Ind.—Granted modification of CP to change type of transmitter.

WHOW—Cornbelt Broadcasting Co., Clinton, Ill.—Granted modification of CP to change type of transmitter, make changes in vertical antenna and specify studio location. (BMP-2791)

AM—Miscellaneous Actions

KVAL—Radio Station KEEW, Ltd., Brownsville, Texas—Adopted order denying petition for waiver of Section 1.363 (a) of the Rules and accept for filing its application for CP to change assignment from 1490 kc., 250 watts, to 1480 kc., 1 KW, DA.

Gulf Broadcasting Co., Inc., Mobile, Ala.—Denied petition requesting the Commission to modify its decision adopted June 28, 1947, in the matter of applications of petitioner (Docket 7313), Burton Broadcasting Co. (Docket 7314) and Mobile Broadcasting Co. (Docket 7482) so as to specify the effective date thereof August 1, 1947 in lieu of June 30, 1947. (B-339)

KBKI—Alice Broadcasting Co., Alice, Texas—Denied application (BSSA-164) for Special Service Authorization to operate KBKI unlimited time with 1 KW day, 100 watts night, and dismissed petition of KBKI to accept application for filing and grant, and petition of KNX to dismiss.

WPUV—Southwest Broadcasting Co., Pulaski, Va.—Granted consent to assignment of license of station WPUV from Howard R. Imboden tr/as Southwest Broadcasting Co., to the Southwest Broadcasting Corp., representing Imboden's 50% interest, for a consideration of \$25,000. (BAL-601)

Hot Springs Broadcasting Co., Hot Springs, Ark.—Granted, in part, petition requesting the Commission to reopen the record in the proceeding upon the applications of Hot Springs Broadcasting Co., KTHS, Radio Broadcasting, Inc., and WMFJ (Dockets 7652, 7086, 7156 and 7355), for the purpose of having the record show the election of Harry G. Galloway for Leo P. McLaughlin as a director, and Carl E. Bailey as President of Hot Springs Broadcasting Co. corporation in place of Leo P. McLaughlin; ordered that the record in this proceeding be further reopened for the purpose of presenting evidence at the further hearing scheduled for July 22 as to certain changes in the officers and directors of Hot Springs Broadcasting Co.

Williamson County Broadcasting Co., Taylor, Texas—On Commission's own motion, removed from hearing docket application for new station which had been designated for consolidated hearing with Harris application, noted above. (BP-6139; Docket 8437)

Northwestern Theological Seminary & Bible Training School, Minneapolis, Minn.—Granted petition for leave to amend applications for AM and FM stations (BP-5273; BPH-970) so as to add to applications a set of by-laws of corporation recently adopted by the Board of Directors, and an amplified statement showing detailed information concerning its Board of Directors; accepted said amendments. (Dockets 7922; 7923)

KTKC—Tulare-Kings Counties Radio Associates, Visalia, Cal.—Granted petition to amend application (BP-3909; Docket 7601) so as to show a change in location of main studio from Visalia to Fresno, and make other changes, and accepted said amendment.

(Continued on next page)

Coast Broadcasters, Inc., Tillamook, Ore.—Granted petition for leave to amend its application for new station (BP-5460; Docket 8209) so as to change location from Tillamook to Astoria, Ore., and make other changes; accepted said amendment and removed application from hearing docket.

KYUM—KUMA Broadcasting Co., Yuma, Ariz.—Granted petition for leave to amend application for CP (BP-5977; Docket 8399) so as to add to application (a) affidavit by B. R. Fulbright, secretary, concerning blanketing of signal, (b) an engineering affidavit relative to interference to existing stations, (c) affidavits from various persons regarding growth of population of Yuma, and (d) maps showing trend of population settlement of Yuma; accepted said amendment.

Southeastern Massachusetts Broadcasting Corp., New Bedford, Mass.—Granted petition for extension of time to August 18 within which to file exceptions to proposed decision in Dockets 7053, 7054 and 7312.

WKIX—Inter-City Advertising Co., Columbia, S. C.—Granted petition for leave to amend its application (BP-5023; Docket 8373) so as to specify new transmitter site, and make other changes; accepted said amendment; removed application from hearing docket.

KCOR—Raoul A. Cortez, San Antonio, Texas.—Granted petition for leave to amend application (BP-5472; Docket 8357) so as to specify 1 KW night instead of 5 KW, and make other changes; accepted said amendment and removed application from hearing docket.

Tri-City Broadcasting Co., Newport, Ky.—Granted petition to accept late its reply to petition of Moraine Broadcasters, Inc., Dayton, Ohio, requesting a rehearing in consolidated proceeding upon these two applications (Dockets 7716 and 7717), and accepted reply to the request for rehearing.

Leonard B. Brown, Kerrville, Tex.—Granted petition for waiver of Sec. 1.387 and accepted late written appearance in re application BP-5767; Docket 8128.

Abilene Broadcasting Co., Abilene, Texas.—Granted petition requesting continuance to August 4 in further hearing on its application (BP-4438) and Citizen's Broadcasting Co., Inc. (BP-4637), and having under consideration request by Citizen's for continuance to August 7; continued hearing to Aug. 7. (Dockets 7367; 7483)

WGAN—Portland Broadcasting System, Inc., Portland, Maine.—Granted modification of license to change name of licensee to Guy Gannett Broadcasting Services. (BML-1259)

KSAL—KSAL, Inc., Salina, Kans.—Granted petition to dismiss in part its petition and supplement thereto requesting reconsideration of grants in re applications of KSAL (BP-4364), Gila Broadcasting Co., Coolidge, Ariz. (BP-4677), Mosby's, Inc., Great Falls, Mont. (BP-5481), and Des Moines Broadcasting Corp., Des Moines, Iowa (BP-4940), insofar as said petition relates to application of Mosby's, Inc.

Concordia Broadcasting Co., Concordia, Kans.—Granted petition to dismiss without prejudice its application for CP. (BP-5782; Docket 8173)

George Basil Anderson, Columbus, Nebr.—Upon Commission's own motion, removed from hearing docket application for new station (BP-5656; Docket 8172), since above-noted action on Concordia removed conflict.

WHLS—Port Huron Broadcasting Co., Port Huron, Mich.—On Commission's own motion, continued hearing on application for renewal of license to September 25, 1947. (Docket 6987)

WHSC—Hartsville Broadcasting Co., Hartsville, S. C.—Granted modification of license to change studio location. (BML-1258)

KXOA—Sacramento Broadcasters, Inc., Sacramento, Calif.—Granted license to cover CP which authorized installation of new transmitter. (BL-2497)

1130 KC.

Bartell Broadcasting Co., Madison, Wisc.—Granted petition for leave to amend application (BP-5508; Docket 8271) so as to specify 1130 kc., 250 watts, daytime, instead of

1010 kc., 1 KW, daytime, and make other changes; accepted said amendment, and removed application from hearing docket.

1370 KC.

Thomas G. Harris, et al, Austin, Texas.—Granted petition for leave to amend its application for new station (BP-4355; Docket 7373) so as to specify 1370 kc., 1 KW, day only, instead of 1260 kc., 1 KW, day only; accepted amendment and removed application from hearing docket.

1540 KC.

Wyandotte News Co., Wyandotte, Mich.—Granted petition for leave to amend application (BP-5084; Docket 7756) so as to specify 1540 kc. instead of 1310 kc., and make other changes; accepted said amendment and removed application from hearing docket.

AM—Applications Accepted for Filing

590 KC.

KCSJ—The Star Broadcasting Co., Inc., Pueblo, Colo.—License to cover construction permit (B5-P-4094, as modified) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

610 KC.

KLEE—W. Albert Lee, Houston, Tex.—Modification of construction permit (B3-P-4628, which authorized a new standard broadcast station) for approval of directional antenna system. (DA-N)

KVNU—Cache Valley Broadcasting Co., Logan, Utah.—Modification of construction permit (B5-P-4842, which authorized change in frequency, increase in power, and installation of new transmitter and directional antenna for night use) to make changes in directional antenna.

630 KC.

NEW—Pat Murphy Courington, 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. Amended to change power from 250 watts to 500 watts and change type of transmitter.

650 KC.

NEW—Wilmington Tri-State Broadcasting Co., Inc., Wilmington, Dela.—Construction permit for a new standard broadcast station to be operated on 650 kc., power of 250 watts and daytime hours of operation. Amended to make changes in directors.

690 KC.

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. Amended to change frequency from 840 to 690 kc., and change transmitter location from to be determined, Camden, S. C., to to be determined, Kershaw County, S. C.

WCYB—Appalachian Broadcasting Co., Bristol, Va.—Modification of construction permit (B2-P-5459, which authorized increase in power and installation of new transmitter) to increase power from 5 KW to 10 KW and change type of transmitter.

750 KC.

WKOP—The Binghamton Broadcasters, Binghamton, N. Y. (Andrew Jarema and Frank H. Altdorffer, a partnership) —License to cover construction permit (B1-P-5244, as modified), which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

800 KC.

WIBK—Independent Broadcasting Corp., Knoxville, Tenn.—License to cover construction permit (B3-P-5000, as modified)
(Continued on next page)

fied) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

WHTN—Greater Huntington Radio Corp., Huntington, W. Va.—License to cover construction permit (B2-P-3826, as modified), which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

830 KC.

KBOA—Kennett Broadcasting Corp., Kennett, Mo.—License to cover construction permit (B4-P-4764, as modified), which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

850 KC.

NEW—Blue Ridge Broadcasting Co., Inc., Seneca, S. C.—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 850 kc., power from 250 to 500 watts; type transmitter (W.E. 442 A-1).

900 KC.

NEW—Progressive Publishing Co., Clearfield, Pa. (P. O. 206 Locust St.)—Construction permit for a new standard broadcast station to be operated on 900 kc., power of 500 watts, and daytime hours of operation.

910 KC.

KVAN—Vancouver Radio Corp., Vancouver, Wash.—Modification of construction permit (B5-P-3552, as modified), which authorized change in hours of operation, increase in power, installation of new transmitter and directional antenna for day and night use, and change in transmitter location) for extension of completion date.

NEW—Miami Broadcasting Co., Miami, Okla.—Construction permit for a new standard broadcast station to be operated on 910 kc., power of 1 KW, directional antenna and unlimited hours of operation. Amended to change directional antenna patterns (DA-2) using directional antenna-1 and change type of transmitter.

930 KC.

WRRF—Tar Heel Broadcasting System, Inc., Washington, N. C.—Construction permit to change hours of operation from daytime to unlimited time, with power of 1 KW night and 5 KW day, and install directional antenna for night use.

940 KC.

WINZ—Hollywood Broadcasting Co., Hollywood, Fla.—Modification of construction permit (BP-5963, which authorized change in hours of operation, increase in power, installation of directional antenna for night, and change in transmitter location) to change from employing directional antenna for night use only to directional antenna for day and night (DA-1), and to change transmitter location.

950 KC.

WPEN—Wm. Penn Broadcasting Co., Philadelphia, Pa.—Voluntary transfer of control of licensee corporation from Bulletin Co. to Sun Ray Drug Co. Contingent upon the grant of BTC-556.

NEW—Pilgrim Broadcasting Co., Boston, Mass.—Construction permit for a new standard broadcast station to be operated on 950 kc., power of 1 KW, and daytime hours of operation. Amended to change power from 1 to 5 KW and change type of transmitter.

NEW—Winchester Broadcasting Corp., Winchester, Va. (P. O. Box 633, Winchester, Va.)—Construction permit for a new standard broadcast station to be operated on 950 kc., power of 1 KW, and daytime hours of operation.

960 KC.

NEW—Marmat Radio Co., Bakersfield, Calif. (James L. Mattly and Guy Marchetti, a partnership) (P. O. 957 Oak

St.)—Construction permit for a new standard broadcast station to be operated on 960 kc., power of 1 KW, and daytime hours of operation.

970 KC.

WJMX—Atlantic Broadcasting Co., Florence, S. C.—License to cover construction permit (B3-P-4948, as modified) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

1010 KC.

NEW—Mohawk Broadcasting Co., Mason City, Iowa (P. O. % Joseph Z. Marks, 605 Savings & Loan Bldg., Des Moines, Iowa)—Construction permit for a new standard broadcast station to be operated on 1010 kc., power of 1 KW, and daytime hours of operation.

WEAS—Eurith Dickinson Rivers, Jr., Decatur, Ga.—License to cover construction permit (B3-P-5215, as modified) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

WABZ—Albemarle Broadcasting Co., Albemarle, N. C. (T. R. Wolfe, W. E. Smith, S. L. Myers, Carl C. Aley and R. H. Whitlow)—License to cover construction permit (B3-P-4904, as modified) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

WABZ—The Albemarle Broadcasting Co., Albemarle, N. C. (T. R. Wolfe, W. E. Smith, S. L. Myers, Carl C. Aley and R. H. Whitlow, a partnership)—Consent to assignment of construction permit to Radio Station WABZ, Inc.

1030 KC.

NEW—Alma Broadcasting Co., Inc., Alma, Mich. (P. O. 237 Woodworth Ave.)—Construction permit for a new standard broadcast station to be operated on 1030 kc., power of 250 watts, and daytime hours of operation.

1060 KC.

WMAP—Union Broadcasting Co., Monroe, N. C. (J. Ray Shute, Olin B. Sikes and James S. Beaty, Jr.)—License to cover construction permit (B3-P-4901, as modified), which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

1100 KC.

WHLI—FM Broadcasting Corp., Hempstead, N. Y.—License to cover construction permit (B1-P-4958), which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

1150 KC.

WJRD—James R. Doss, Jr., Tuscaloosa, Ala.—Modification of construction permit (B3-P-5471, which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use, and change in transmitter and studio locations) to change transmitter location.

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 kc. 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 day and night use and extension of commencement and completion dates. Amended to make changes in directional antenna patterns DA-2 for day and night use.

1170 KC.

KV00—Southwestern Sales Corp., Tulsa, Okla.—Modification of construction permit (B3-P-5238, which authorized reinstatement of (B3-P-3927) for installation of new directional antenna for night use) for extension of completion date.

(Continued on next page)

1200 KC.

NEW—Monroe Broadcasting Co., Monroe, Mich. (James Melvin Brinn, Homer Harding Brinn, Harvey Howard Huff and 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. Amended to change frequency from 1520 to 1200 kc., and make changes in antenna.

1210 KC.

WCAU—Philadelphia Record Co., Philadelphia, Pa.—Voluntary transfer of control of licensee corporation from J. David Stern to Bulletin Co.

NEW—The News-Sun Broadcasting Co., Waukegan, Ill. (P. O. 116-120 Madison St.)—Construction permit for a standard broadcast station to be operated on 1210 kc., power of 1 KW, and daytime hours of operation.

1220 KC.

WGAR—WGAR Broadcasting Co., Cleveland, Ohio—License to cover construction permit (B2-P-3942) which authorized increase in power, install new transmitter and new directional antenna for day and night use, and authority to determine operating power by direct measurement of antenna power.

1230 KC.

WGGG—Alachua County Broadcasting Co., Gainesville, Fla.—Modification of construction permit (BP-5657, which authorized a new standard broadcast station) to make changes in vertical antenna and specify studio location.

WDEC—The Americus Broadcasting Co., Americus, Ga.—License to cover construction permit (B3-P-4602, as modified), which authorized a new standard broadcast station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

NEW—Mississippi Broadcasting Co., Inc., Starkville, Miss.—Construction permit for a new standard broadcast station to be operated on 1190 kc., power of 250 watts and daytime hours of operation. Amended to change frequency from 1190 to 1230 kc., and hours of operation from daytime to unlimited.

1240 KC.

WLBF—Lake Broadcasting Co., Leesburg, Fla.—License to cover construction permit (B3-P-5198), which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

NEW—Lewis Wiles Moore, Glendive, Mont. (P. O. 314 McDougal St.)—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation.

WROV—Radio Roanoke, Inc., Roanoke, Va.—Construction permit to change frequency from 1490 kc. to 1240 kc. (Contingent on WSLs grant to change frequency).

1250 KC.

NEW—Morristown Broadcasting Co., Morristown, N. J. (Kenneth A. Croy, George S. Croy, James R. Croy and Olive S. Croy, a partnership)—Construction permit for a new standard broadcast station to be operated on 1250 kc., power of 1 KW and daytime hours of operation. Amended to change power from 1 KW to 500 watts.

1270 KC.

NEW—Sims Publishing Co., Orangeburg, S. C.—Construction permit for a new standard broadcast station to be operated on 1000 kc., power of 1 KW and daytime hours of operation. Amended to change frequency from 1000 to 1270 kc.

1280 KC.

NEW—The Chillicothe Broadcasting Co., Chillicothe, Mo. (James S. Lambert, Joe H. Lambert and Richard A. Bevier, a partnership) (P. O. 501 Jackson St.)—Construction permit for a new standard broadcast station to be operated on

1530 kc., power of 250 watts and daytime hours of operation. Amended to change frequency 1530 kc. to 1280 kc.

1290 KC.

WCCC—Greater Hartford Broadcasting, Inc., Hartford, Conn.—Modification of construction permit (BP-5728, which authorized a new standard broadcast station) to change type of transmitter and for approval of antenna and transmitter location.

1320 KC.

WNGO—West Kentucky Broadcasting Co., Mayfield, Ky. (H. M. Suthard and P. M. Mullins)—Voluntary assignment of license to West Kentucky Broadcasting Company, Inc.

WEMB—El Mundo Broadcasting Co., San Juan, Puerto Rico (Angel Ramos and Jose Coll Vidal, a partnership)—Modification of construction permit (BP-4560, 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.

NEW—Hocking Valley Broadcasting Corp., Lancaster, Ohio (P. O. 110 East Main St.)—Construction permit for a new standard broadcast station to be operated on 1320 kc., power of 250 watts and daytime hours of operation.

WKIX—Inter-City Advertising Co., Columbia, S. C.—Construction permit to change frequency from 1490 to 1320 kc., increase power from 1 KW to 500 watts night, 1 KW day, install new transmitter and directional antenna for night use. Amended to change transmitter location from: on property of Mrs. J. C. B. Smith, near intersection of Edgewood Ave. and Pinehurst Road, Columbia, South Carolina, to Leaphart Road, near West Columbia, South Carolina, and make changes in antenna.

1330 KC.

NEW—Charles River Broadcasting Co., Waltham, Mass. (L. P. Liles, John R. Hoffer and Richard C. O'Hare, a partnership) (P. O. 206 Monroe St., Dedham, Mass.)—Construction permit for a new standard broadcast station to be operated on 1330 kc., power of 500 watts, and daytime hours of operation.

1340 KC.

NEW—San Luis Obispo Broadcasting Co., San Luis Obispo, Calif. (James L. Harris, S. H. Frowein, Aram S. Rejebian and Emma Widman, a partnership) (P. O. % James L. Harris, P. O. Box 2742, Hollywood, Calif.)—Construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts, and unlimited hours of operation.

KRBA—Darrell E. Yates, Lufkin, Tex.—Modification of construction permit (B3-P-4749, which authorized installation of new vertical antenna with FM antenna mounted on top, and make changes in ground system) for extension of completion date.

WHAT—Independence Broadcasting Co., Inc., Philadelphia, Pa.—Modification of license to change hours of operation from S-WTEL ½ time (not to operate when WCAM is operating) to S-WTEL, ½ time, simultaneous operation with WCAM.

KSEK—The Pittsburg Publishing Co., Pittsburg, Kans.—License to cover construction permit (B4-P-5246, as modified), which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

WAIR—WAIR Broadcasting Co., Winston-Salem, N. C. (C. G. Hill and George D. Walker)—Authority to determine operating power by direct measurement of antenna power.

1350 KC.

KRLC—Station KRLC, Lewiston, Idaho (H. E. Studebaker)—Modification of construction permit (B5-P-4855, as modified, which authorized to change name of licensee, change frequency, increase power, install new transmitter and directional antenna for night use and change transmitter location) for extension of completion date.

(Continued on next page)

1370 KC.

NEW—Thomas G. Harris, Austin, Tex. (Individually and as Trustee for Coleman Gay, James P. Alexander, E. G. Kingsbery, Rex D. Kitchens, Spencer J. Scott and Hardy C. Harvey)—Construction permit for a new standard broadcast station to be operated on 1260 kc., power of 1 KW, and daytime hours of operation. Amended to change frequency from 1260 to 1370 kc.

1380 KC.

NEW—Pryor Dillard, Raymondville, Tex.—Construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts, and unlimited hours of operation. Amended to change frequency from 1340 to 1380 kc.

1400 KC.

KCOL—Northern Colorado Broadcasting Co., Fort Collins, Colo. (Douglas D. Kahle, John L. Hitchcock, Wilbur E. Rocchio, General Partners, and Warren D. Brainard, Limited Partner)—Voluntary assignment of license to The Northern Colorado Broadcasting Co.

KTSW—Emporia Broadcasting Co., Inc., Emporia, Kans.—Voluntary transfer of control of licensee corporation from R. J. Laubengayer, John P. Harris and Sidney F. Harris to Robert B. Reed and Gervais F. Reed.

1430 KC.

NEW—Lynd Broadcasting Co., Newark, Ohio (Clayton Johns and John Allen Heimberger, a partnership) (P. O. % Clayton Johns, 131 Green St., Syracuse, N. Y.)—Construction permit for a new standard broadcast station to be operated on 1430 kc., power of 500 watts and daytime hours of operation.

KSTB—Stephens County Broadcasting Co., Breckenridge, Tex. (Robert W. Chapman and Manning L. Trammell, a partnership)—Modification of construction permit (BP-5722, 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.

1440 KC.

WSFA—Montgomery Broadcasting Co., Inc., Montgomery, Ala.—License to cover construction permit (B3-P-4556, as modified) which authorized increase in power, installation of directional antenna for night use, and authority to determine operating power by direct measurement of antenna power.

1450 KC.

WJXN—Ewing Broadcasting Co., Jackson, Miss. (P. K. Ewing, Jr., E. C. Ewing, and Myrtle M. Ewing, a partnership)—License to cover construction permit (B3-P-5294), which authorized change in frequency.

NEW—Centinela Valley Broadcasting Co., Inglewood, Calif. (P. O. Box 259)—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and specified hours of operation.

WLEE—Lee Broadcasting Corp., Richmond, Va.—Modification of construction permit (B2-P-4686, which authorized to make changes in vertical antenna and mount FM antenna on top) for extension of completion date.

KDSJ—Heart of The Black Hill Station, Deadwood, South Dak. (John Daniels, Eli Daniels & Harry Daniels)—License to cover construction permit (B4-P-4994, as modified) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

WRIA—Inter-American Radio Corp., Caguas, P. R.—License to cover construction permit (BP-5132, as modified) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

1450 KC.

NEW—Modern Broadcasting Company of Baton Rouge, Inc., Baton Rouge, La.—Construction permit for a new standard broadcast station to be operated on 1480 kc., power

of 1 KW, and daytime hours of operation. Amended to change frequency from 1480 to 1460 kc.

NEW—Van Curler Broadcasting Corp., Albany, N. Y.—Construction permit for a new standard broadcast station to be operated on 1460 kc., power of 5 KW, directional antenna for night use and unlimited hours of operation. Amended re changes in officers, directors and stockholders.

1490 KC.

KTOP—Collinson-Wingate Broadcasting Co., Topeka, Kans. (T. Hall Collinson and Norville G. Wingate, a partnership)—License to cover construction permit (B4-P-4440, as modified), which authorized a new standard broadcast station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

KMHK—Mitchell Broadcasting Assn., Mitchell, S. Dak. (Raymond V. Eppel and Jas. P. Ryan)—License to cover construction permit (B4-P-4771, as modified), which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

WKMA—Radio South, Quitman, Ga. (John Raymond Bartlett)—Modification of construction permit (B3-P-4548, as modified), which authorized a new standard broadcast station) for extension of completion date.

WTOM—Fred O. Grimwood, Bloomington, Ind.—License to cover construction permit (B4-P-3856, as modified) which authorized a new standard broadcast station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

WARK—Antietam Broadcasting Corp., Hagerstown, Md.—License to cover construction permit (B1-P-5156, as modified) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

1520 KC.

WKBS—Eastern Broadcasting Co., Inc., West Hempstead, N. Y.—Modification of construction permit (B1-P-3277, which authorized a new standard broadcast station) for approval of antenna and transmitter location and to specify studio location.

1550 KC.

NEW—Guthrie Broadcast Corp., Guthrie, Okla. (P. O. % P. C. Lackey, 1303 First National Bank Bldg., Oklahoma City, Okla.)—Construction permit for a new standard broadcast station to be operated on 1550 kc., power of 1 KW, and daytime hours of operation.

1590 KC.

WXRf—Rafael Fuster, Guayama, Puerto Rico—Modification of construction permit (BP-5390, which authorized a new standard broadcast station) to make changes in transmitting equipment, for approval of antenna and transmitter site and to change studio location.

1600 KC.

WJEL—Champion City Broadcasting Co., Springfield, Ohio (Dr. Delbert Joseph Parsons, John Edward Harwood and Bill Erin, a partnership)—License to cover construction permit (B2-P-5208, as modified) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

AM—Application Dismissed

Turlock Broadcasting Group, Turlock, Calif. (Wallace N. Lindscoog, Luther G. Boone, Gordon E. Mowrer, Elmer A. Hyer, August Lindblom, C. H. Lindgren, Wilbur Merrill and Gilbert Moody) (P. O. % Gilbert Moody, Berg Bldg., Turlock, Calif.)—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts, and unlimited hours of operation. Dismissed July 2, 1947. Application KSAN denied.

(Continued on next page)

AM—Applications Returned

WABJ—The Adrian Broadcasting Co., Adrian, Mich. (Gail D. Griner and Alden M. Cooper, a partnership)—Authority to determine operating power by direct measurement of antenna power (1500 kc.). Returned July 15, 1947, signed by Chief Engineer.

WNYC—City of New York, Municipal Broadcasting System, New York, N. Y.—License to cover construction permit (B1-P-5522) which authorized installation of auxiliary transmitter, to be used for auxiliary purposes with power of 1 KW (830 kc.). Returned letter dated July 15, 1947, form 302, Par. 6, transmitter location and geographic coordinates different from construction permit.

AM—Applications Tendered for Filing

600 KC.

NEW—Southland Broadcasting Co., New Orleans, La.—Construction permit for a new standard broadcast station to be operated on 600 kc., power of 1 KW and daytime hours of operation.

680 KC.

WDBC—Delta Broadcasting Co., Escanaba, Mich.—Construction permit to change frequency from 1490 to 680 kc., power from 250 watts to 1 KW, unlimited hours, install new transmitter and directional antenna for night use, and change transmitter location.

690 KC.

NEW—William J. Brennan, Jacksonville, Fla.—Construction permit for a new standard broadcast station to be operated on 690 kc., power of 5 KW, and daytime hours of operation.

980 KC.

NEW—Southland Broadcasting Co., Shreveport, La.—Construction permit for a new standard broadcast station to be operated on 980 kc., power of 5 KW and daytime hours of operation.

990 KC.

NEW—Cardinal Broadcasting Co. (A partnership), Palo Alto, Calif.—Construction permit for a new standard broadcast station to be operated on 990 kc., 1 KW, and daytime hours of operation.

1230 KC.

KERO—J. E. Rodman, Bakersfield, Calif.—Consent to assignment of license to Paul R. Bartlett.

KERO—J. E. Rodman, Bakersfield, Calif.—Construction permit to change frequency from 1230 to 970 kc., power from 250 watts to 5 KW, unlimited hours, and install directional antenna for night use, and new transmitter, and change transmitter location.

NEW—Kenneth Edward Rennekamp, Harrisburg, Pa.—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts, and unlimited hours of operation. (Request facilities of WKBO.)

NEW—W. Paul Oury, Westerly, R. I.—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts, and unlimited hours of operation.

NEW—Englewood Radio and Recording Co., Englewood, Colo.—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts, and unlimited hours of operation.

1240 KC.

KRDO—Pikes Peak Broadcasting Co., Colorado Springs, Colo. (A co-partnership, consisting of Joseph H. Rorer and Edythe G. Sweeney)—Consent to assignment of license to Pikes Peak Broadcasting Company.

KXLE—Central Washington Broadcasters, Inc., Ellensburg, Wash.—Acquisition of control of stock owned by R. L. Rutter, Jr., in licensee corporation by Goodwin Chase, Jr.

1260 KC.

NEW—Yamhill Broadcasters, Inc., McMinnville, Oregon (a corporation)—Construction permit for a new standard broadcast station to be operated on 1260 kc., power of 1 KW and daytime hours of operation.

1340 KC.

NEW—"Wilson Radio Company," Wilson, N. C. (H. W. Anderson, Joel Lawhon, C. E. Leeper, N. V. Pieler, and W. T. Williams)—Construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation. (Subject to 1340 kc. being released by WGTM.)

1370 KC.

NEW—Fairmont Broadcasting Co., Fairmont, Minn.—Construction permit for a new standard broadcast station to be operated on 1370 kc., power of 1 KW, and unlimited hours of operation with directional antenna.

1380 KC.

KSBW—DeHaven, Hall and Oates, Salinas, Calif.—Consent to assignment of construction permit to Salinas Broadcasting Corp.

1400 KC.

KTSW—Emporia Broadcasting Co., Inc., Emporia, Kans.—Consent to transfer of control to Robert B. Reed, San Angelo, Texas, and Gervais F. Reed, Garden City, Kansas.

1440 KC.

NEW—The Bristol Broadcasting Corp., Bristol, Conn.—Construction permit for a new standard broadcast station to be operated on 1440 kc., power of 250 watts and daytime hours of operation.

1450 KC.

NEW—Walsenburg Broadcasting Corp., Walsenburg, Colo.—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts, and unlimited hours of operation.

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

1490 KC.

WJMM—James J. Murray, Lewisburg, Tenn.—Consent to assignment of construction permit to Ida and Martha Murray, executrixes of the will of J. J. Murray (James J. Murray).

1580 KC.

NEW—Mid-Island Radio, Inc., Patchogue, N. Y.—Construction permit for a new standard broadcast station to be operated on 1580 kc., power of 250 watts, and daytime hours of operation.

FREQUENCY MODULATION

FM—Conditional Grant

The Bethesda Free Church of Minneapolis, Minn., Minneapolis, Minn.—Authorized a conditional grant for a Class B station, subject to further review and approval of engineering details. (BPH-1277)

FM—Construction Permits

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

John M. Rivers, Charleston, S. C.—Class B; 96.9 mc. (No. 245); 36 KW; 330 ft. (BPH-979)

KNOB—The Cerritos Broadcasting Co., Long Beach, Calif.—Class A; 103.1 mc. (No. 276); 320 watts; 420 ft. (BPH-1115)

(Continued on next page)

G. W. Covington, Jr., Montgomery, Ala.—Class B; 94.5 mc. (No. 233); 15.5 KW; 390 ft. (BPH-200)

E. D. Rivers, Valdosta, Ga.—Class B; 92.5 mc. (No. 223); 7 KW; 305 ft. (BPH-597)

Springfield Broadcasting Corp., Springfield, Mo.—Class B; 92.9 mc. (No. 225); 50 KW; 500 ft. (BPH-936)

The following were authorized construction permits in lieu of previous conditions:

WDNC-FM—Durham Radio Corp., Durham, N. C.—Class B; 105.1 mc. (No. 286); 36 KW; 380 ft. (BMPH-405)

WCAO-FM—The Monumental Radio Co., Baltimore, Md.—Class B; 102.7 mc. (No. 274); 20 KW; 400 ft. (BMPH-361)

WIRL-FM—Illinois Valley Broadcasting Co., Peoria, Ill.—Class B; 95.7 mc. (No. 239); 51 KW; 345 ft. (BMPH-511)

Correction

According to a correction by the Commission, the frequencies for the following stations which appeared in last week's REPORTS, should have been shown as follows:

New Rochelle Broadcasting Service, Inc., New Rochelle, N. Y.—Class A; 93.5 mc. (Channel 228).

Laurence W. Harry, Fostoria, Ohio—Class A; 105.5 mc. (Channel 288).

Copper City Broadcasting Corp., Rome, N. Y.—Class B; 95.7 mc. (Channel 239).

FM—Designated for Hearing

San Gabriel Valley Broadcasting Co., Monrovia, Cal.—Designated for hearing in the consolidated proceeding involving Class A stations for Los Angeles (Doc. 8318, etc.), the application of San Gabriel Valley Broadcasting Co. (BPH-1291) for a Class A station.

Matta Broadcasting Co., Pittsburgh, Pa.; Pittsburgh Broadcasting Co., Pittsburgh, Pa.—Designated for consolidated hearing the application of Matta Broadcasting Co. (BPH-1109) with application of Pittsburgh Broadcasting Co. (BPH-1207), both requesting a Class B station in Pittsburgh.

FM—Modifications of CP's Granted

WWHG—The W. H. Greenhow Co., Hornell, N. Y.—Granted modification of CP for extension of completion date to 10-17-47. (BMPH-542)

WRGA-FM—Rome Broadcasting Corp., Rome, Ga.—Granted modification of CP for extension of completion date to 10-10-47. (BMPH-541)

WDAK-FM—Radio Columbus, Inc., Columbus, Ga.—Granted modification of CP for extension of completion date to 9-30-47. (BMPH-543)

WAJR-FM—West Virginia Radio Corp., Morgantown, W. Va.—Granted modification of CP for extension of completion date to 12-12-47. (BMPH-544)

WTRC-FM—Truth Publishing Co., Inc., Elkhart, Ind.—Granted modification of CP for extension of completion date to 11-11-47. (BMPH-546)

WISE-FM—Radio Station WISE, Inc., Asheville, N. C.—Granted modification of CP for extension of completion date to 1-1-48. (BMPH-545)

WROL-FM—S. E. Adeock, Knoxville, Tenn.—Granted modification of CP for extension of completion date to 11-28-48. (BMPH-547)

WFOB—Laurence W. Harry, Fostoria, Ohio—Granted modification of CP for extension of completion date to 10-1-47. (BMPH-522)

WKJG—Northeastern Indiana Broadcasting Co., Inc., Fort Wayne, Ind.—Granted modification of CP for extension of completion date to 9-30-47. (BMP-2913)

KPRC-FM—The Houston Post Co., Houston, Tex.—Granted modification of CP for extension of completion date to 10-25-47. (BMPH-528)

WCBS-FM—Columbia Broadcasting System, Inc., New York, N. Y.—Granted modification of CP for extension of completion date to 11-13-47. (BMPH-524)

WEFM—Zenith Radio Corp., Chicago, Ill.—Granted modification of CP for extension of completion date to 11-24-47. (BMPH-523)

WBCA—Capitol Broadcasting Co., Inc., Schenectady, N. Y.—Granted modification of CP for extension of completion date to 10-20-47. (BMPH-526)

WJPG-FM—Green Bay Newspaper Co., Green Bay, Wis.—Granted modification of CP to change studio location. (BMPH-519)

WBBM-FM—Columbia Broadcasting System, Inc., Chicago, Ill.—Granted modification of CP for extension of completion date to 12-13-47. (BMPH-525)

WQDI—Quincy Newspapers, Inc., Quincy, Ill.—Granted modification of CP for extension of completion date to 10-6-47. (BMPH-441)

WGAN-FM—Portland Broadcasting System, Inc., Portland, Maine—Granted modification of CP for extension of completion date to 10-31-47. (BMPH-507)

WCAF-FM—Radio Industries Broadcast Co., Asbury Park, N. J.—Granted modification of CP for extension of completion date to 8-6-47. (BMPH-517)

WGUY-FM—Portland Broadcasting System, Inc., Bangor, Maine—Granted modification of CP for extension of completion date to 10-31-47. (BMPH-506)

WRRF-FM—Tar Heel Broadcasting System, Inc., Washington, N. C.—Granted modification of CP for extension of completion date to 1-21-48. (BMPH-475)

WCON-FM—The Constitution Pub. Co., Atlanta, Ga.—Granted modification of CP for extension of completion date to 1-17-48. (BMPH-479)

WRVA-FM—Larus & Brother Co., Inc., Richmond, Va.—Granted modification of CP for extension of completion date to 1-20-48. (BMPH-498)

WTAQ-FM—WHBY, Inc., Green Bay, Wis.—Granted modification of CP for extension of completion date to 1-4-48. (BMPH-483)

FM—Miscellaneous Actions

Pryor Dillard, Raymondville, Texas—Granted petition requesting that the Commission vacate its action of May 1, 1947, dismissing his application (BPH-1121). The Commission ordered that its order of May 1 be vacated and the application reinstated, and further authorized a conditional grant for a Class A station; proposed assignment: 101.7 mc., Channel 269, subject to further review and approval of engineering details.

Radio Projects, Inc., Jamaica, N. Y.; Radio Projects, Inc., W. New Brighton, N. Y.—Ordered that applications (BPH-532) and (BPH-533) for Class A stations be dismissed as not in compliance with Sec. 3.203(b) of the Commission's Rules.

WNBC-FM—National Broadcasting Co., Inc., New York, N. Y.—Granted renewal of license for period ending May 1, 1948. (BPH-47)

FM—Applications Accepted for Filing

KDTH-FM—Telegraph Herald, Dubuque, Iowa—Modification of construction permit (B4-PH-159, as modified), which authorized a new FM broadcast station for extension of completion date.

WFMY—Greensboro News Co., Greensboro, N. C.—Modification of construction permit (B3-PH-354, which authorized a new FM broadcast station) for extension of completion date.

(Continued on next page)

KIDO-FM—KIDO, Inc., Boise, Idaho—Modification of construction permit (B5-PH-371, as modified) to change type of transmitter, ERP to 6.9 KW; antenna height above average terrain to 413 feet; make changes in antenna system and change commencement and completion dates.

WJBC-FM—Bloomington Broadcasting Corp., Bloomington, Ill.—Modification of construction permit (B4-PH-236, as modified), which authorized a new FM broadcast station to change transmitter site, ERP to 45 KW; type of transmitter and make changes in antenna system and change commencement and completion dates.

KTRH-FM—KTRH Broadcasting Co., Houston, Texas—Modification of construction permit (B3-PH-253, as modified), which authorized a new FM broadcast station for extension of completion date.

WKRK—Keystone Printing Service, Inc., Waukegan, Ill.—Modification of construction permit (B4-PH-334, as modified) which authorized a new FM broadcast station, for extension of completion date.

WTHI-FM—Wabash Valley Broadcasting Corp., Terre Haute, Ind.—Modification of construction permit (B4-PH-691, which authorized a new FM broadcast station) to specify studio location and make changes in antenna system.

WBOC-FM—The Peninsula Broadcasting Co., Salisbury, Md.—Modification of construction permit (B1-PH-202, which authorized a new FM broadcast station) for change in effective radiated power to 12 KW; antenna height above average terrain to 382 feet and make changes in antenna system.

WFMR—E. Anthony & Sons, Inc., New Bedford, Mass.—Modification of construction permit (B1-PH-98, as modified) which authorized a new FM broadcast station, to change ERP to 19.5 KW; antenna height above average terrain to 510 feet; make changes in antenna system and change commencement and completion dates.

WKNP—Corning Leader, Inc., Corning, N. Y.—Modification of construction permit (B1-PH-301, which authorized a new FM broadcast station) for extension of completion date.

WDOD-FM—WDOD Broadcasting Corp., Chattanooga, Tenn.—Modification of construction permit (B3-PH-324, which authorized a new FM broadcast station) for extension of completion date.

WJPG-FM—Green Bay Newspaper Co., Green Bay, Wisc.—Modification of construction permit (B4-PH-147, as modified) which authorized a new FM broadcast station, for extension of completion date.

WTRI—Troy Broadcasting Co., Inc., Troy, N. Y.—Modification of construction permit (B1-PH-550, as modified) which authorized a new FM broadcast station, for extension of completion date.

WESB-FM—Bradford Publications, Inc., Bradford, Pa.—Modification of construction permit (B2-PH-467, as modified) which authorized a new FM broadcast station, for extension of completion date.

WJNO-FM—WJNO, Inc., West Palm Beach, Fla.—Modification of construction permit (B3-PH-713, which authorized a new FM broadcast station) for extension of completion date.

WLAD-FM—The Berkshire Broadcasting Corp., Danbury, Conn.—Modification of construction permit (B1-PH-701, which authorized a new FM broadcast station) to change ERP to 150 watts; antenna height above average terrain to 602 feet; make changes in antenna system and change commencement and completion dates.

WBRC-FM—Birmingham Broadcasting Co., Inc., Birmingham, Ala.—Modification of construction permit (B3-PH-330, as modified), which authorized a new FM broadcast station for extension of commencement and completion dates.

WDXE—Johnston Broadcasting Co., Birmingham, Ala. (George Johnston and George Johnston, Jr.)—Modification of construction permit (B3-PH-518, which authorized a new FM broadcast station, as modified) for extension of commencement and completion dates.

WJTN-FM—James Broadcasting Co., Inc., Jamestown, N. Y.—Modification of construction permit (B1-PH-279, as modified), which authorized a new FM broadcast station for extension of completion date.

WGHF—William G. H. Finch, New York, N. Y.—Modification of construction permit (B1-PH-42, as modified), which authorized a new FM broadcast station for extension of completion date.

WTNY—The Troy Record Co., Troy, N. Y.—Modification of construction permit (B1-PH-555, which authorized a new FM broadcast station) for extension of completion date.

WCLT—The Advocate Printing Co., Newark, Ohio—License to cover construction permit (B2-PH-417, as modified, which authorized a new FM broadcast station) for extension of commencement and completion dates.

WELD—Radiohio Inc., Columbus, Ohio—Modification of construction permit (B2-PH-1066, which authorized changes in FM broadcast station) for extension of commencement and completion dates.

WPEN-FM—Wm. Penn Broadcasting Co., Philadelphia, Pa.—Voluntary assignment of license to Philadelphia Record Co.

WAPO-FM—WAPO Broadcasting Service, Chattanooga, Tenn. (Ramon G. Patterson, Louise Patterson Pursley, Ramon G. Patterson, executor, and Louise Patterson Pursley, executrix of the Estate of Joda Patterson, deceased)—Modification of construction permit (B3-PH-768, which authorized a new FM broadcast station) for extension of completion date.

KRBA-FM—Darrell E. Yates, Lufkin, Tex.—Modification of construction permit (B3-PH-947, which authorized a new FM broadcast station) for extension of completion date.

WKNB-FM—The New Britain Broadcasting Co., New Britain, Conn.—Modification of construction permit (B1-PH-833, as modified) which authorized a new FM broadcast station, for extension of completion date.

WSAU-FM—The Journal Co., Wausau, Wisc. (The Milwaukee Journal)—Modification of construction permit (B4-PH-903, as modified) to change type of transmitter to REL 520-DL Max., 10 KW, and make changes in antenna system.

WTAR-FM—WTAR Radio Corp., Norfolk, Va.—Modification of construction permit (B2-PH-218) which authorized a new FM broadcast station, to change ERP to 49 KW, make changes in antenna system and change commencement and completion dates.

WKBZ-FM—Ashbacker Radio Corp., Muskegon, Mich.—Modification of construction permit (B2-PH-143, which authorized a new FM broadcast station) to change transmitter site, make change in antenna system, ERP to 50 KW, and change commencement and completion dates.

WCAR-FM—Pontiac Broadcasting Co., Pontiac, Mich.—Modification of construction permit (B2-PH-538, which authorized a new FM broadcast station) to change corporate name to WCAR, Inc.

KFH-FM—The Radio Station KFH Co., Wichita, Kans.—Modification of construction permit (B4-PH-411, as modified) which authorized a new FM broadcast station, for extension of completion date.

WSBA-FM—Susquehanna Broadcasting Co., York, Pa.—Modification of construction permit (B2-PH-160, as modified) which authorized a new FM broadcast station, for extension of completion date.

KWRN-FM—Reno Newspapers, Inc., Reno, Nev.—Modification of construction permit (B5-PH-376, as modified) which authorized a new FM broadcast station, for extension of completion date.

Channel #229 or #263

NEW—Radio Station WAIT, Chicago, Ill. (Gene T. Dyer, Evelyn M. Dyer, Gene T. Dyer, Jr., Adele Moulds, Louis E. Moulds and Grace V. McNeill)—Construction permit for a new FM broadcast station (Metropolitan) to be operated on
(Continued on next page)

Channel 229, 93.7 mc.; 241, 96.1 mc., or 263, 100.5 mc. Amended to specify frequency as Channel 274, 102.7 mc.

Channel #236

NEW—Rural Radio Network, Inc., De Ruyter Village, N. Y. (P. O. 116 Prospect St., Ithaca, N. Y.)—Construction permit for a new FM broadcast station (Class B) to be operated on Channel 236, 95.1 mc., ERP of 1 KW, and antenna height above average terrain 465 feet.

Channel #241

NEW—John J. Laux, Niagara Falls, N. Y. (P. O. 130 Brady Circle, Stenvenville, Ohio)—Construction permit for a new FM broadcast station (Class B) to be operated on Channel 241, 96.1 mc., and ERP of 12.4 KW.

Channel #243

WHEF—WHEC, Inc., Rochester, N. Y.—Construction permit to specify frequency as Channel 243, 96.5 mc., effective radiated power as 65.5 KW, install new transmitter, and specify antenna system.

Channel #260

NEW—Booth Radio Stations, Inc., Flint, Mich. (P. O. 10 Witherell St., Detroit, Mich.)—Construction permit for a new FM broadcast station (Class B) to be operated on Channel 260, 99.9 mc., and ERP of 5.2 KW.

Channel #263

NEW—Southern Virginia Broadcasting Corp., Crewe, Va. (P. O. 117 Carter St., Crewe, Va.)—Construction permit for a new FM broadcast station (Class B) to be operated on Channel 263, 100.5 mc., ERP of 10.1 KW.

Channel #270

NEW—Rural Radio Network, Inc., Cherry Valley, N. Y. (P. O. 116 Prospect St., Ithaca, N. Y.)—Construction permit for a new FM broadcast station (Class B) to be operated on Channel 270, 101.9 mc., ERP of 1 KW, and antenna height above average terrain 1011 feet.

NEW—Rural Radio Network, Inc., South Bristol, N. Y. (P. O. 116 Prospect St., Ithaca, N. Y.)—Construction permit for a new FM broadcast station (Class B) to be operated on Channel 270, 101.9 mc., ERP of 1 KW, and antenna height above average terrain 993 feet.

Channel #275

NEW—Rural Radio Network, Inc., Highmarket, N. Y. (P. O. 116 Prospect St., Ithaca, N. Y.)—Construction permit for a new FM broadcast station (Class B) to be operated on Channel 275, 102.9 mc., ERP of 1 KW, and antenna height above average terrain 584 feet.

NEW—Rural Radio Network, Inc., Wethersfield, N. Y. (P. O. 116 Prospect St., Ithaca, N. Y.)—Construction permit for a new FM broadcast station (Class B) to be operated on Channel 275, 102.9 mc., ERP of 1 KW, antenna height above average terrain 469 feet.

Channel #281

NEW—Madera Broadcasting Co., Madera, Calif. (Harold Ray Brown, Daniel B. Halcomb, Dean S. Leshner and Kathryn C. Leshner) (P. O. Box 1176)—Construction permit for a new FM broadcast station (Class A) to be operated on Channel 281, 104.1 mc., ERP of 275 watts.

Channel #293

NEW—Rural Radio Network, Inc., Ithaca, N. Y. (P. O. 116 Prospect St., Ithaca, N. Y.)—Construction permit for a new FM broadcast station (Class B) to be operated on Channel 293, 106.5 mc., ERP of 1 KW, and antenna height above average terrain 779 feet.

To Be Assigned By FCC

NEW—Inter-City Broadcasting Co., Providence, R. I.—Construction permit for a new FM broadcast station (Class

B) to be operated on frequency to be assigned by FCC and ERP of 16.4 KW.

NEW—Southern California Associated Newspapers, Glendale, Calif.—Construction permit for a new high frequency FM broadcast station to be operated on 48,300 kc. Amended to change transmitter location from Broadway and Jackson Streets, Glendale, California, to "to be determined", Mount Wilson, California; studio site from Broadway and Jackson Streets, Glendale, California, to 510 S. Spring Street, Los Angeles, California, ERP from 440 watts to 58.1 KW; frequency from 48,300 kc. to "to be determined by Chief Engineer FCC", specifies type transmitter and make changes in antenna system, change class station from A to B.

NEW—Metropolitan Radio Corporation of Chicago, Inc., Chicago, Ill. (P. O. 1200 East 55th St.)—Construction permit for a new FM broadcast station (Class B) to be operated on frequency to be assigned by FCC, and ERP of 34.5 KW.

FM—Application Returned

Scotland Broadcasting Co., Laurinburg, N. C.—Construction permit for a new FM broadcast station (Class B) to be operated on 94.5 mc. Returned July 11, 1947, program analysis not submitted and also discrepancy concerning effective radiated power.

FM—Applications Tendered for Filing

WFOB—Laurence W. Harry, Fostoria, Ohio—Consent to assignment of construction permit of FM station WFOB to Seneca Radio Corp.

WGYN—WGYN, Inc., New York, N. Y.—Consent to transfer of control of license and construction permit for FM station WGYN to Charles E. Merrill and Radio Sales Corp.

TELEVISION

TV—Modification of CP Granted

WGNA—WGN, Inc., Chicago, Ill.—Granted modification of CP to change type of transmitter and antenna system and extension of completion date to 12-31-47. (BMPCT-79)

TV—Applications Accepted for Filing

NEW—Westinghouse Radio Stations, Inc., Within Continental limits of the United States (P. O. 1619 Walnut St., Philadelphia, Pa.)—Construction permit for a new experimental television relay broadcast station to be operated on 6500-7050 mc., power of 0.1 watt, emission A5, and unlimited (in accordance with Sections 4.131(b) and 4.163) hours of operation.

WNBK—National Broadcasting Co., Inc., Cleveland, Ohio—Modification of construction permit (B2-PCT-23, which authorized a new commercial television broadcast station) for further extension of completion date.

WWBT—Hearst Radio, Inc., Baltimore, Md.—Modification of construction permit (B1-PCT-68, as modified, which authorized a new commercial television broadcast station) for extension of commencement and completion dates. Change call letters from WWBT to WBAL-TV.

NEW—The Journal Co., The Milwaukee Journal, area of Milwaukee, Wisc. (P. O. 333 W. State St., Milwaukee 1, Wisc.)—Construction permit for a new experimental television relay broadcast station to be operated on 6950-6975 mc., power of .1 watt, emission A5, and hours of operation in accordance with Section 4.131(b) and 4.163.

NEW—Johnson-Kennedy Radio Corp., Chicago, Ill. (P. O. % Ralph L. Atlass, 230 N. Michigan Ave.)—Construction permit for a new commercial television broadcast station to be operated on Channel #2, 54-60 mc., power vis. 5 KW (peak); aur. 2.5 KW, and unlimited hours of operation.

MISCELLANEOUS BROADCAST

Actions

Experimental License Extended

W9XBZ—Sarkes Tarzian, Bloomington, Ind.—Extended present license to October 1, 1947, pending further engineering study. (BPEX-52)

Remote Pickup Modification of CP Granted

KNGL—Minnesota Broadcasting Corp., area of Minneapolis, Minn.—Granted modification of CP for extension of completion date to 11-12-47. (BMPRE-68)

Applications Accepted for Filing

Remote Pickup

NEW—Mojave Valley Broadcasting Co., area of Barstow, Calif. (a partnership of William T. Brown, Burton C. Boatright and Robert E. Reno) (P. O. Box 1230, Barstow, Calif.)—Construction permit for a new remote pickup broadcast station to be operated on 1646, 2090, 2190 and 2830 kc., power of 20 watts, emission A3 and hours of operation in accordance with Section 4.403.

NEW—Mississippi Valley Broadcasting Co., area of East St. Louis, Ill. (Myles H. Johns, Penrose H. Johns, William F. Johns and William F. Johns, Jr., a partnership)—Construction permit for a new remote pickup broadcast station to be operated on 31.62, 35.26, 37.34, 39.62 mc., power of 42 watts and emission A3, hours of operation in accordance with Section 4.403. Amended to change name to On The Air, Inc.

Noncommercial Educational

NEW—International Evangelical Christian Church, Los Angeles, Calif. (P. O. 6219 7th Ave.)—Construction permit for a new noncommercial educational broadcast station to

be operated on frequency to be assigned by FCC and ERP of 100 watts.

KOAG-FM—Oklahoma Agricultural and Mechanical College, Stillwater, Okla.—Modification of construction permit (133-PED-58, as modified), which authorized a new non-commercial broadcast station for extension of completion date.

WFUV—Fordham University, New York, N. Y.—License to cover construction permit for new noncommercial educational broadcast station. (B1-PED-65, as modified).

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.

Smithline Coats, etc.—Misbranding of wool products is alleged in a complaint issued by the Commission against Philip Smithline, Max Silpe and Joseph Miller, trading as Smithline Coats and Smithline Coat Co., 252 West 38th St., New York. (5506)

CEASE AND DESIST ORDER

Friedman-Klein Sales Co., etc.—Selling or otherwise disposing of merchandise by the use of lottery devices is prohibited under the provisions of an order issued by the Commission against Jack Klein and Martin D. Friedman, trading as Friedman-Klein Sales Company and Western Novelty Company, 217 West 9th St., Kansas City, Mo. (5452)