

## NAB EXECUTIVES WAR CONFERENCE

The 22nd Annual Membership Meeting of NAB will be held this year in the form of a NAB Executives War Conference. The meeting will be held at the Palmer House in Chicago, August 28 to 31. Pursuant to the resolution of the NAB Board of Directors, only the personnel of NAB member stations and networks, and NAB associate member firms will be eligible to attend.

Due to restricted transportation facilities and hotel space the Board directed President Ryan to urge all stations to reduce to the minimum, consistent with their interest, the number of station personnel to be registered at the convention.

All hotel reservations at the Palmer House will be handled through a Housing Committee. Hotel reservation forms, as well as pre-registration forms, will be sent within the next ten days to all eligible to attend. Stations desiring reservations at the Palmer House are asked to withhold their requests until they receive these forms. While every effort will be made to accommodate each applicant with the type of room requested, the limitation of space above referred to will in some cases prevent full compliance.

The agenda of the convention will be devoted to discussion of those topics which relate directly to the role of radio in the war and its post-war possibilities. No recreational features of any kind are being planned. A tentative agenda of topics will be submitted some time in the near future so that stations may determine which of their personnel may contribute to, or be benefited by the discussions.

## AFM WALKS OUT IN WJJD CASE

The hearing being conducted by the War Labor Board Panel appointed by the Regional Board of the Sixth Region to hear evidence in the dispute between Local AFM Union No. 10 and Radio Station WJJD (see NAB REPORTS, page 159) terminated suddenly when Union counsel walked out of the meeting. Just prior to their leave taking, Union counsel had made the following statement:

"We are willing to go back to Mr. Atlass under the old agreement without signing a contract and we will work under that agreement until he gets out of there as manager and Marshall Field takes over the station. We will not sign a contract with him."

This statement apparently means that AFM Local 10 has withdrawn its demand made upon Mr. Atlass, WJJD Manager, for employment of AFM platter turners in his station. The station was recently sold to Marshall Field and the sale now awaits the approval of the FCC. Apparently the relations between AFM Local 10 and WJJD will remain in status quo until Mr. Field takes over.

## BMI BOARD MEETING

The Board of Directors of Broadcast Music, Inc., met in New York on Tuesday (13). Pursuant to authority conferred by the stockholders three members were added

to the Board. Those added are C. W. Myers, KOIN, Portland, Oregon; J. Leonard Reinsch, WSB, Atlanta, Georgia; and Robert Sweezy of the Blue Network, New York.

Walter J. Damm, WTMJ, Milwaukee, who was one of the original directors of BMI, resigned because of demands upon his time from other activities. To replace him upon the Board, Carl Haverlin, Director of Station Relations of MBS, was elected. These newly elected Directors will serve until the next meeting of the BMI stockholders, which is set for October 17.

## NAB MEMBERSHIP

Some ten days ago President Harold Ryan addressed a personal letter to managers of all non-member stations, inviting them to affiliate with NAB. Thus far eight additional memberships have been received. This brings the NAB membership to 577 stations, 2 networks and 22 associate member firms, making a total membership, active and associate, of 601. This is another all-time high, but it can be higher yet and member stations are requested to urge their fellow broadcasters who are non-members to give the matter favorable consideration.

In this connection it may be pointed out that the Board of Directors at its recent meeting resolved to limit attendance at the NAB Executives War Conference, to be held in Chicago the latter part of August, to personnel from NAB members only. No non-members will be registered nor admitted to meetings.

## READ TEXT OF NAB PRESENTATION TO PROPRIETARY ASSOCIATION

With this issue of the NAB REPORTS, the complete text is included of the presentation of the NAB Sales Managers Executive Committee to the Proprietary Association Advertising Clinic at the Hotel Biltmore in New York on May 16. Please take time to read this presentation because it is designed to represent the NAB conception of the mutual public responsibilities of the broadcasting and proprietary industries.

Transcriptions of the recorded portion of this presentation are available to NAB member stations at cost (estimated \$5.00 to \$7.50). Several stations have ordered a set of the three-part recording, but a few additional sets are still available. The transcriptions must not be broadcast and may be played only to NAB members, Proprietary Association members and their advertising agents. If you would like a set of the pressings, order from NAB headquarters in Washington.

J. H. Ryan, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Director of Public Relations*; Howard S. Frazier, *Director of Engineering*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

## PROPRIETARY ASSOCIATION CODE OF ADVERTISING PRACTICES

Following the publication of Broadcast Advertising Bulletin No. 10 (part of the May 19 issue of the NAB REPORTS), listing the new provisions of the Code of Advertising Practices of the Proprietary Association of America, several NAB member stations have asked for the text of the complete code. Here is the history, as well as all of the provisions of that code:

### Preamble

In 1934, several years before enactment of either the present Food, Drug and Cosmetic Act or the Wheeler-Lea Act, the Proprietary Association of America formulated a voluntary Code of Advertising Practices for the guidance of the industry. At the same time, the membership adopted an amendment to the Association's By-Laws which provided for the establishment of an advertising advisory service.

Upwards of 75,000 individual pieces of advertising copy have been submitted to the Association during the past decade. They have been examined for conformity with the letter and spirit of the Code, and appropriate suggestions and criticisms have been made whenever and wherever indicated.

In consequence of this service and of the recognition by the industry that its function is a public trust, the standards of advertising for proprietary preparations are higher than ever before. At the same time, the membership realizes that even standards change and that any code, if it is to have validity, must anticipate such changes.

Accordingly, the Code of Advertising Practices adopted in 1934 has now been revised; and it has been adopted by the Association not only as a guide to the membership but, more importantly, as an assurance that the public interest implicit in the manufacture of proprietary preparations will be increasingly protected.

### The Code

1. Truth in advertising should apply both to the printed and spoken word and to illustrative treatment. Individual words should be carefully chosen not only with respect to one or more of their definitions in standard dictionaries, but also with respect to their meaning as commonly and generally understood by the public.
2. In addition to the truthfulness of individual sentences and paragraphs, the sequence in which they are employed or the emphasis, comparison or contrast involved, should be free of connotations and implications which are contrary to that of the individually truthful sentences and paragraphs.
3. Drawings, photographs, maps, plans, cartoons or other illustrations or designs should be in good taste, and should not distort or exaggerate facts as to size, appearance, effect or usage.
4. Advertising copy for proprietary medicines should not include testimonials unless they are honestly obtained,

authorized only by actual bona-fide users of the product. Such testimonials should represent a truthful statement of actual use and experience with the product, and should include no statement either as fact or as opinion which is contrary to reasonable expectation in the use of the product under ordinary conditions.

5. Copy should be confined to the presentation of statements about the particular product advertised, its uses, results and advantages. Unfair, derogatory reflections upon other products should be avoided.
6. When advertising copy for proprietary medicines contains either the term "Guaranty" or an offer to refund money paid by the purchaser, the impression should not be conveyed that the product is guaranteed as a cure or as an adequate treatment for the conditions mentioned unless such is the fact.
7. Advertising copy for proprietary medicines should contain no statement which in its reasonable construction can be calculated to create fear or apprehension on the part of the reader or listener that he or she is suffering, or may without treatment suffer, from any serious ailment.
8. Advertising copy for proprietary medicines should contain no statements which may be construed as holding the product out for the prevention, cure or relief of serious diseases which require treatment by a physician.
9. Advertising copy for proprietary medicines should contain no reference to doctors, hospitals or nurses, whether American or foreign, unless such representations can be substantiated by independent evidence which can be produced if the manufacturer or advertiser is called upon to do so.
10. Advertising for proprietary medicines should omit prizes, competitions or other similar devices calculated to stimulate unnecessarily the purchase and use of medicine.
11. The proprietary article must be of such character as may reasonably be expected to bring about the results for which it is recommended. Statements on packages or elsewhere regarding composition and name of manufacturer or distributor must be in exact accordance with the facts. Statements regarding therapeutic effects must neither be obviously unreasonable nor demonstrably false.
12. The proprietary article must not be advertised or recommended as a cure for disease or conditions which are generally recognized as incurable by the use of a proprietary article.
13. The package, either as to its wrapper, label or accompanying literature, shall contain no statement in conflict with the misbranding provisions of the Federal Food, Drug and Cosmetic Act.

### "RADIO WOMEN AT WHITE HOUSE"

Representing radio at the White House on June 14th were Dorothy Lewis, NAB Coordinator of Listener Activity, and Ruth Chilton, President of the Association of Women Directors. Mrs. Roosevelt called to this historic conference 200 outstanding women leaders from all parts of the country to discuss the inclusion of qualified women as United States delegates and members on international and national conferences and agencies. 75 major women's organizations, representing 20,000,000 persons, were present. The group was addressed by 6 women who have returned from recent key international conferences dealing with food problems—rehabilitation—education and labor. Mrs. Ogden Reid, Mrs. Ruth Bryan Rohde and G. Howland Shaw of the State Department also spoke on future opportunities in national and international policy-making. Part of the business of the conference was the assembling of a roster of qualified women to be included by the State Department in future events. Mrs. Lewis offered radio facilities to extend the scope of the deliberations to all women listeners.

Arrangements were also made to have the delegates make reports by radio to the local women in their several states and cities.

The following resolution passed by the Association of



Women Directors at their annual meeting was placed on the record of the meeting:

"Whereas, the role of women in world affairs is assuming increasing importance and

Whereas, radio has become the major means of communication between peoples; therefore be it

Resolved, that the Association of Women Directors of the National Association of Broadcasters extend their thanks to the International Council of Women for their vision and practical suggestions regarding international broadcasting and the relation of women to radio as issued at Edinburg in 1938, namely:

that women view broadcasting by women as of particular interest, that such broadcasts are of special value in raising the cultural level of women and in defending their rights, in combating social evils, and in promotion of peace,

that qualified women are urged to take active interest in all countries in broadcasting both through cooperation by women's organizations and also to widen the scope of women's activities by means of wireless, that concerted effort be made to induce listeners to form groups to follow radio programming, and that they send appreciation, suggestions or criticisms to proper authorities of wireless; and further be it

Resolved, that the Association of Women Directors of the National Association of Broadcasters dedicate themselves to these several purposes to the end that a just peace be made and freedom of the air maintained for and by all nations."

### **WILL SOLICIT COMPLAINTS AND SUGGESTIONS**

At the end of the 5th War Loan campaign all broadcast stations will be asked to register suggestions for improvement in methods in handling the next war loan as well as to register any definite complaints regarding technique of the present campaign. This identical policy has been followed with success after previous drives for funds.

So far complaints have been relatively few. The one most frequently voiced, in advance of actual request, had to do with non-arrival and/or late arrival of live announcement copy. Investigation revealed that the apparent cause of delay or non-delivery was due to change in Treasury's previously announced method of distribution. Originally, the live announcements were to be mailed directly to all stations from Chicago on or about May 27. Instead, distribution was assumed by another agency. This necessitated shipment of the material from Chicago to Washington, thence to regional offices and lastly to stations.

Another complaint concerned the omission of the names of copyright owners of the various musical compositions used in transcribed programs. Such knowledge is needed to determine the proper payee in the case of sponsorship of Treasury recordings.

This information is now being prepared by the radio section of the War Finance Division. Upon receipt of the master copy it will be duplicated by NAB and mailed to all stations. In future War Loan campaigns this information will appear on transcription labels, Treasury said.

### **WBIG TO ORIGINATE NETWORK SERIES**

WBIG's all-soldier broadcast, "On the Beam," for the past nine months, 8:15-8:45 p.m., goes coast to coast over CBS on Saturday, July 8, 7:00-7:30 p.m. (EWT).

The show is presented by men of the AAF Overseas Replacement Depot, Greensboro, N. C. Until the network debut "On the Beam" will continue over WBIG at its customary time.

### **KRNT COLUMN IN 16 IOWA PAPERS**

"Likely Listenin'" is the name of column of program promotion published weekly in 16 middle Iowa newspapers by KRNT, Des Moines.

Copy is set 9 inches deep on 2 columns with liberal use of column and half column cuts of local and CBS personalities. Seven or eight stories are included in each insertion. Station's promotion department prepares the copy.

The list of sixteen includes 7 daily and 9 weekly papers.

### **WWNC ISSUES NEWS PROGRAM SCHEDULE**

A sizable segment of listeners served by WWNC, Asheville, N. C., is receiving the station's weekly schedule of station news and commentary. It's a twofold affair, which, it is suggested, should be kept near the radio for use by the entire family.

### **HAVENS PROVES DIPLOMACY**

Wilbur M. Havens, president, WMBG, Richmond, Va., demonstrated outstanding qualifications of diplomacy on the night of the Democratic primary election in April.

He invited all candidates to the studio to participate in a "get together" and to meet the winners! Both winners and losers took part in an air program later in the evening. Novelty of the broadcast brought an avalanche of telephone and written congratulatory messages.

### **WROK PROMOTES NEWS BROADCASTS**

Ten thousand calendar style news program schedules have been distributed by WROK, Rockford, in a promotion of its local and Blue Network news broadcasts.

Distribution was by direct mail, through service clubs and other organizations; hotels, restaurants and other traffic points.

### **WRRF PUBLISHES "AIR FAX"**

"Air Fax" is the name of a monthly promotion piece published by WRRF, Washington, N. C. June issue was No. 3. According to W. R. Roberson, Jr., station manager, the four-pager is being well received.

It is published in the interest of advertisers and others who want to reach listeners in eastern Carolina.

### **WOPI OBSERVES 15TH ANNIVERSARY**

Station WOPI, Bristol, Tennessee-Virginia, celebrated its 15th anniversary Thursday (15). Since establishment in 1929 the station has operated under the same management with W. A. Wilson, president and general manager; since August 25, 1940, WOPI has been affiliated with NBC.

The anniversary was observed without fanfare. In honor of the occasion, however, WOPI devoted all available radio time to the promotion of the 5th War Loan in cooperation with the Bristol Civilian Defense Council, which conducted a house-to-house war bond pledge canvass Thursday night.

Staff members and their families were guests of Mr. and Mrs. Wilson at a buffet supper.

### **GLENN HENRY LEAVES WPB**

Effective June 15th, Glenn C. Henry, Chief of the Audio and Industrial Section of the Radio and Radar Division, War Production Board, has resigned to take a position with the Sound and Industrial Department of the Radio Corporation of America where he will be in charge of industrial sound with headquarters at Camden, New Jersey.

Mr. Henry has been with the War Production Board for two years during which time he has performed a variety of duties including the writing and administration of Limitation Orders L-183, L-265 and Preference Rating Order P-133. Most recently he has been responsible for

coordinating and controlling production and distribution of industrial sound equipment.

Before coming to the War Production Board Mr. Henry was with the National Archives where for a period of seven years he served as Sound Engineer and Assistant Chief of the Division of Motion Pictures and Sound Recording.

Mr. Henry received his education at the University of Montana and at George Washington University in Washington, D. C.

## Federal Communications Commission Docket

### HEARINGS

No broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, June 19th.

## Federal Communications Commission Action

### APPLICATIONS GRANTED

KWAL—Clarence Berger (Transferor), J. R. Binyon (Transferee), Silver Broadcasting Co. (Licensee), Wallace, Idaho—Granted consent to transfer of control of Silver Broadcasting Co., licensee of station KWAL, from Clarence Berger to J. R. Binyon, by transfer of 500 shares or 50% of issued and outstanding capital stock of licensee for a consideration of \$500.00 (B5-TC-374).

KSRO—Ruth W. Finley, Executrix of the Estate of E. L. Finley (Assignor), Ruth W. Finley (Assignee), Santa Rosa, Calif.—Granted consent to voluntary assignment of license of station KSRO, from Ruth W. Finley, Executrix of the estate of E. L. Finley to Ruth W. Finley, individually (B5-AL-412).

KPPC—Pasadena Presbyterian Church, Pasadena, Calif.—Granted modification of license to change hours of operation from S-KFXM to specified hours (B5-ML-1192).

KROD—Dorrance D. Roderick, El Paso, Texas.—Granted renewal of license for station KROD, together with power of attorney to T. E. Roderick and Olga B. Roderick, to administer the affairs of Dorrance D. Roderick in connection with this station (B3-R-1064).

WWPG—Charles E. Davis (Transferor), Ajax Corp. (Transferee), Palm Beach Broadcasting Corp. (Licensee), Palm Beach, Fla.—Granted consent to relinquishment of control (Comr. Walker dissenting) of Palm Beach Broadcasting Corp., licensee of station WWPG, by Charles E. Davis, through the sale of 125 shares of common stock to Ajax Corp., for the sum of \$12,500 in cash, and \$17,500 plus accrued interest from date of agreement to date of transfer, for a 50% interest in a \$35,000 mortgage secured by the physical assets of the licensee (B3-TC-378).

WMFM—The Journal Co. (The Milwaukee Journal), Milwaukee, Wis.—Granted license for new auxiliary modulator unit (using modulator unit formerly licensed to FM station W9XAO) (B4-LH-37).

W9XER—Midland Broadcasting Co., Kansas City, Mo.—Granted modification of license to change from developmental broadcast to high frequency (FM) broadcast, with coverage of 6,700 square miles, and studio at Kansas City, Mo. (B4-MLH-4).

WCOP—Mass. Broadcasting Corp., Boston, Mass.—(Comr. Craven not participating).

KVI—Puget Sound Broadcasting Co., Inc., Tacoma, Wash.—Granted renewal of license for the period ending May 1, 1946.

WGAN—Portland Broadcasting System, Portland, Me.—Granted renewal of license for main and auxiliary transmitter for the period ending May 1, 1946.

KWBU—Baylor University and Carr P. Collins (Assignors), The Century Broadcasting Co. (Assignee), Corpus Christi, Texas.—Granted consent to assignment of construction permit (Comr. Durr dissenting) for station KWBU, from Baylor University and Carr P. Collins to Century Broadcasting Co., a newly organized corporation (B3-AP-37).

### DESIGNATED FOR HEARING

WCHS—Charleston Broadcasting Co., Charleston, W. Va.—Designated for hearing application for construction permit to install new transmitter, change frequency from 580 to 610 kc., and increase power from 5 to 50 KW (B2-P-3357).

WQAM—Miami Broadcasting Co., Miami, Fla.—Designated for hearing application for modification of license to use its auxiliary transmitter during nighttime hours of operation (B3-ML-1194).

### MISCELLANEOUS

W6XLA—Television Productions, Inc., area of Los Angeles, Calif.—Granted license to cover construction permit for new experimental television relay station to be used with station W6XYZ, frequencies 204000-216000 kc., Channels 11 and 12; 100 watts (B5-LVB-46).

The following applications for new commercial television stations were placed in the pending file in accordance with Commission policy of February 23, 1944:

The Associated Broadcasters, Inc., San Francisco; Jacksonville Broadcasting Corp., Jacksonville, Fla.; King-Trendle Broadcasting Corp., Detroit; Loyola University, New Orleans; Radio Station WOW, Inc., Omaha, Neb.

The following applications for new FM broadcast stations were also placed in the pending file, in accordance with Commission policy of February 23, 1944:

Beer and Koehl, Ashland, Ohio; Blue Network Co., Inc., Chicago; The Crosley Corp., Cincinnati, Ohio; Fred Jones Broadcasting Co., Tulsa, Okla.; Hearst Radio, Inc., New York; Summit Radio Corp., Akron, Ohio; Tri-City Broadcasting Co., Davenport, Iowa; United Broadcasting Co., Columbus, Ohio; Radio Station WJOB, Hammond, Ind.; WTAR Radio Corp., Norfolk, Va.

Columbia Broadcasting System, Inc., Portable, area of New York City.—Granted construction permit for new relay broadcast station to be used with standard station WABC. (Action taken 5-31.)

WORL—Broadcasting Service Organization, Inc., Boston, Mass.—Denied petition pursuant to Order 84-B regarding multiple ownership, and designated for hearing application for renewal of license of station WORL and auxiliary.

Following oral argument, the Commission adopted as final, Proposed Findings of Fact and Conclusions, as amended (B-198), granting the application of KSJB, Jamestown Broadcasting Co., Inc., Jamestown, No. Dak., for modification of license to change the operating assignment from 1440 kc., 250 watts, unlimited time, to 600 kc., with power of 100 watts night, 250 watts day, conditionally.

### APPLICATIONS FILED AT FCC

#### 600 Kilocycles

WCAO—The Monumental Radio Co., Baltimore, Md.—Construction permit to move formerly licensed 1 KW transmitter to be used as an auxiliary with power of 1 KW, using directional antenna.

#### 1220 Kilocycles

WGAR—WGAR Broadcasting Co., Cleveland, Ohio.—License to cover construction permit (B2-P-2692) which authorized change in frequency from 1480 kc. to 1220 kc., increase power, changes in directional antenna and move transmitter.

WGAR—WGAR Broadcasting Co., Cleveland, Ohio.—Authority to determine operating power by direct measurement of antenna power.



### 1230 Kilocycles

- NEW—Wm. R. Zinn, F. L. (Ted) Pruitt and Bruce Bartley, d/b as Bremerton Broadcast Company, Bremerton, Wash.—Construction permit for a new standard broadcast station to be operated on 1230 kc., with power of 250 watts and unlimited hours of operation.
- WERC—Presque Isle Broadcasting Co., Erie, Penna.—Construction permit to change frequency from 1490 kc. to 1230 kc.

### 1240 Kilocycles

- KIUL—Garden City Broadcasting Co. (Homer A. Ellison and Frank D. Conard), Garden City, Kans.—Construction permit to make changes in transmitting equipment and increase power from 100 watts to 250 watts. Amended: to change name of applicant to Frank D. Conard, tr/as Radio Station KIUL.

### 1270 Kilocycles

- WXYZ—King-Trendle Broadcasting Corp., Detroit, Mich.—Construction permit to move auxiliary transmitter to site of main transmitter and operate with directional antenna night, with 1 KW power.

### 1300 Kilocycles

- WOOD—King-Trendle Broadcasting Corp., Grand Rapids, Mich.—Construction permit to move formerly licensed 500-watt main transmitter to site of present main transmitter and operate same as an auxiliary with power of 500 watts, employing directional antenna at night.

### 1340 Kilocycles

- NEW—Frank C. Carman, David S. Smith, Jack L. Powers and Grant R. Wrathall, d/b as Idaho Broadcasting Co., Boise, Idaho.—Construction permit for a new standard broadcast station to be operated on 1340 kc., with power of 250 watts and unlimited hours of operation.

### 1400 Kilocycles

- KORN—Nebraska Broadcasting Corp., Fremont, Nebr.—Acquisition of control of licensee corporation by Arthur Baldwin through purchase of 139 shares common stock from Lloyd C. Thomas, Earl J. Lee, S. S. Sidner, A. C. Sidner and H. A. Gunderson.

### 1450 Kilocycles

- NEW—Augusta Broadcasting Co., Charleston, S. Car.—Construction permit for a new standard broadcast station to be operated on 1450 kc., with power of 250 watts and unlimited hours of operation.

### 1480 Kilocycles

- WHOM-WBAC—New Jersey Broadcasting Corp., Jersey City, N. J.—Transfer of control of licensee corporation from Paul F. Harron, Joseph Lang, Margaret Harron and Helen R. Lang to Iowa Broadcasting Company—2,500 shares common—100%.

### FM APPLICATIONS

- NEW—Northside Broadcasting Corp., Louisville, Ky.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46300 kc. with coverage of 8,665 square miles.
- NEW—Miami Broadcasting Co., Miami, Fla.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46500 kc. with coverage of 3,630 square miles.
- NEW—Voice of Alabama, Inc., Birmingham, Ala.—Construction permit for a new high frequency (FM) Broadcast station to be operated on 44700 kc. with coverage of 17,200 square miles.
- NEW—Worcester Telegram Publishing Co., Boston, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45300 kc. with coverage of 7,000 square miles.

W9XLA—KLZ Broadcasting Co., Denver, Colo.—Construction permit to change class of station from experimental high frequency to temporary Class 2 experimental high frequency broadcast station, change frequency from 25400 kc. to 43500 kc. or any frequency selected by the Commission, change power from 100 watts to 1 KW and install new transmitter, and change emission from A3 to special.

NEW—Agricultural Broadcasting Co., Chicago, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44700 kc. with coverage of 10,624 square miles.

NEW—Arthur Malcolm McGregor, Dorothy Charlotte McGregor and Hugh L. Gately, d/b as Radio Station WJBC, Bloomington, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45300 kc. with coverage of 6,660 square miles.

WDUL—Head of the Lakes Broadcasting Co., Superior, Wis.—License to cover construction permit (B4-PH-74) which authorized construction of a new high frequency (FM) broadcast station.

NEW—WRAC, Inc., Williamsport, Pa.—Construction permit for a new high frequency (FM) broadcast station to be operated on 47700 kc. with coverage of 11,675 square miles.

NEW—L. B. Wilson, Inc., Cincinnati, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45900 kc. with coverage of 13,700 square miles.

NEW—New Jersey Broadcasting Corp., Newark, N. J.—Construction permit for a new high frequency (FM) broadcast station to be operated on 49100 kc. with coverage of 6,200 square miles. Amended: to change type of transmitter.

NEW—The Outlet Co., Providence, R. I.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48500 kc. with coverage of 7,520 square miles. Amended: to change coverage to 6,412 square miles, change type of transmitter and change transmitter site.

### TELEVISION APPLICATIONS

NEW—WJR, The Goodwill Station, Detroit, Mich.—Construction permit for a new commercial television broadcast station to be operated on Channel #6 (96000-102000 kc.).

NEW—The Jam Handy Organization, Inc., Detroit, Mich.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (50000-56000 kc.).

NEW—WFIL Broadcasting Co., Philadelphia, Pa.—Construction permit for a new commercial television broadcast station to be operated on Channel #7 (102000-108000 kc.).

### MISCELLANEOUS APPLICATIONS

WELD—WBNS, Inc., Columbus, Ohio.—License to use the transmitter formerly licensed to experimental high frequency broadcast station W8XVH as an auxiliary transmitter using power of 250 watts.

WABG—Memphis Publishing Co., area of Memphis, Tenn.—License to cover construction permit (B3-PRY-295) which authorized changes in equipment and increase in power of relay broadcast station.

KRHP—Houston Printing Corp., area of Houston, Texas.—License to cover construction permit (B3-PRY-274) which authorized construction of a new relay broadcast station.

NEW—Associated Broadcasting Corp., Grand Rapids, Mich.—Authority to transmit programs from Grand Rapids, Michigan, to station CKLW, Windsor, Ontario, Canada.

## Federal Trade Commission Docket

### COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an

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opportunity to show cause why cease and desist orders should not be issued against them.

**Coatcraft, Inc.**, 1208 Race St., Philadelphia, manufacturer of clothing and other garments, is charged in a complaint with misrepresenting the fiber content of some of its products and with misbranding others in violation of the Wool Products Labeling Act. (5175)

**Grocery Distributors Association of Northern California**, 420 Market St., San Francisco, and its officers and member wholesalers are charged in a complaint with participating in the fixing and maintaining of retail prices for food and grocery products, and with conspiring to prevent certain retail grocers from purchasing their requirements direct from manufacturers. (5177)

**Holeproof Hosiery Company**, Milwaukee, is charged in a complaint with misrepresenting that the women's hosiery it sells in interstate commerce is "snag-resistant," "non-run," and made by a "Beauty Lock" finishing process which is not used by other manufacturers. (5169)

**John B. Stetson Co.**, Philadelphia, which, by volume of sales, is the largest manufacturer and distributor of men's hats in the United States, is charged in a complaint with violation of the Robinson-Patman Act by granting discriminatory discounts and promotional and advertising allowances to its favored dealers, and withholding such discounts and allowances from competing customers. (5172)

**Rigid Steel Conduit Assn.**—An order prohibiting a price-fixing and restraint-of-trade conspiracy in the interstate sale of rigid steel conduit has been issued against a group of manufacturers and sellers of the product; the Rigid Steel Conduit Association, which formerly had offices in New York City; the National Electrical Wholesalers Association, New York City, and the officers and directors of both associations. (4452)

**Benjamin D. Ritholz, et al.**—Six individuals who operate optical stores in various cities throughout the United States are charged in a complaint with disseminating advertisements which falsely represent, among other things, that eyeglasses they sell at so-called "reduced" prices will correct defective vision in all cases, and which advertisements fail to reveal the harmful effects that may result from the wearing of such glasses.

The respondents are Benjamin D. Ritholz, Morris I. Ritholz, Samuel J. Ritholz, Sylvia Ritholz, Fannie Ritholz and Sophie Ritholz, who trade as National Optical Stores Co., Dr. Ritholz Optical Co. and Midwest Scientific Co., and have their principal place of business at 1148 West Chicago Ave., Chicago. They operate branch stores in various cities including Detroit and Lansing, Mich.; Cleveland and Akron, Ohio; Indianapolis, Gary, South Bend and Evansville, Ind.; Nashville, Memphis, Knoxville and Chattanooga, Tenn., and Atlanta, Ga. (5176)

## CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

**Dorland International Inc.**—An order has been issued directing Trans-Pac Services, Inc., 233 West 14th St., New York, and Dorland International, Inc., RCA Bldg., Rockefeller Center, New York, to discontinue false advertisements concerning the therapeutic properties of a medicinal preparation designated as "OCA Pink Ovals" and "OCA." Trans-Pac Services, Inc., sells the product in interstate commerce and Dorland International, an advertising agency, aided in the preparation and dissemination of Spanish language advertisements which represented the product as being an adequate and harmless treatment for colds and their complications. (5039)

**Indian River Fruit & Vegetable Distributors, Inc.**, Vero Beach, Fla., and its president, Frank C. Spadaro, have been ordered to cease and desist from representing that citrus fruits which they sell in interstate commerce are grown in the Indian River district of Florida. This section of the State is known for a distinctive type of soil which many persons believe produces citrus fruit of superior flavor and quality. (4730)

**Stacy Williams Co., Inc.**—An order prohibiting violation of the brokerage section of the Robinson-Patman Act in connection with interstate purchases of steel and glass containers, including tin cans and bottles, and various other commodities, has been entered against Stacy Williams Co., Inc., and Bennett Brokerage Co., Inc., both of 221 Fourth Avenue, North, Birmingham, Alabama, and the presidents of the respective corporations, Stacy Williams and Claude Bennett. (5087)

## STIPULATIONS

During the past week the Commission has announced the following stipulations:

**Edelman Drug Co.**, Sheridan, Wyoming, has entered into a stipulation to discontinue representing that his drug product known as "Trim Tablets" is safe for use, reduces body weight or enables one to regain normal weight. (03221)

**Eugenie-Roger**, 512 Fifth Avenue, New York, stipulated that they will cease and desist from advertising that the preparation they sell under the names "No. 625," "625 Lotion Base" and "No. 625 Astringent Lotion Base" has any effect in reducing body weight or the measurement of any part of the body to which it is applied. (03218)

**Interstate Laboratories, Inc.**, 411 West Market St., Louisville, Ky., entered into a stipulation to cease and desist from making representations concerning medicinal preparations it sells in interstate commerce. (03220)

**Jesse McDaniel**—In connection with the sale of a drug preparation designated "Sal-Vi," Jesse McDaniel, trading as Jesse McDaniel, Pharmacist, 939 East Euclid Avenue, Detroit, stipulated that he will discontinue representing that the product will relieve or cure rheumatism or prevent or cure pains in the back, legs, muscles, or joints, or rheumatic or gas pains. (03219)