



## QUESTIONNAIRE SENT TO ALL STATIONS ABOUT WAC RECRUITMENT ADVERTISING

In a continuing effort to obtain a fair share of the WAC recruitment advertising budget for radio stations, Lewis H. Avery, NAB Director of Broadcast Advertising, wrote the following letter on July 19:

### To All Radio Station Representatives

"The attached letter and questionnaire will be mailed tomorrow, July 20, to every radio station in the United States. It is intended:

- "1. To determine whether or not radio stations will accept *paid* WAC recruitment advertising, and
- "2. To establish whether or not desirable availabilities exist for such advertising if it were to be placed.

"As the enclosed letter points out: 'To expedite the presentation on behalf of the broadcasting industry, and to consolidate the program suggestions and time availabilities through one source for the convenience of the advertising agency, NAB has agreed to handle *preliminary* information.'

"The letter adds: '*If you have a national representative, please send that organization copies of all correspondence with NAB on this subject.*' In other words, NAB does not seek to replace or supersede the functions of radio station representatives or advertising agencies in obtaining information from radio stations on business of this type.

"Your co-operation in helping us to obtain early replies from the stations you represent will be greatly appreciated. Will you please write your stations and urge them to return the questionnaire as promptly as possible?"

The letter mentioned in the communication to radio station representatives was mailed on July 20:

### To All Radio Stations

"Having learned that the War Department had appropriated \$5,000,000 for WAC recruitment advertising during the current fiscal year, NAB made presentations to both the War Department and Young & Rubicam, Inc., seeking to have a proper share of these funds spent for broadcast advertising. NAB based this approach on two facts:

- "1. Approximately \$500,000 was spent for WAC recruitment advertising during the 1942-1943 fiscal year and approximately \$1,500,000 during the 1943-1944 fiscal year—all of it in newspapers.
- "2. The NAB Board of Directors, at its meeting on June 3, 1943, reaffirmed its opposition to the use of government funds for advertising but took 'the position that, if Congress contemplates such legislation, every effort should be made to see that there be no discrimination as between the press and radio or any other medium of communication. . . .'

"Negotiations have reached a point where NAB needs some definite answers from the broadcasting industry.

"Would you or wouldn't you accept paid advertising to promote WAC recruitment? That's the first and major question on which NAB needs your definite answer.

"It is neither academic nor a moot question. That's why we want a practical, realistic answer—one by which you would be willing to abide—**IF WAC ADVERTISING SHOULD BE PLACED OVER THE RADIO.**

"Let's get on with the facts. The Army urgently needs Wacs—lots of them. What's more, those now in service have established an enviable record of achievement and accomplishment. Any woman between the ages of 20 and 50, who has no children under 14 years of age, is probably eligible to join. Those between 20 and 35 are particularly sought.

"The campaign for the coming fiscal year (which began July 1, 1944) will be based on the record of the Women's Army Corps. Various suggestions have been advanced for the presentation of the story as a half-hour program once per week; as three or five quarter-hour programs per week; as dramatized announcements or as station breaks. For which type of service could you clear the best availabilities to reach women between 20 and 35 in particular?"

"To expedite the presentation on behalf of the broadcasting industry, and to consolidate the program suggestions and time availabilities through one source for the convenience of the advertising agency, NAB has agreed to handle *preliminary* information. In so doing, NAB does not seek to supplant radio station representatives, many of whom are valued associate members of NAB.

"Nor is NAB interested in any sales commission or other remuneration for such work as the staff members may do. It seeks only to have radio receive its fair share of the advertising budget for this government program of war information.

"You will be expected to quote your national rate, grant the advertising agency the usual 15% commission and pay your national representative in accordance with whatever contract you may have with them.

"*If you have a national representative, please send that organization copies of all correspondence with NAB on this subject.*

"Keeping in mind the theme of the present campaign and the age limits of the prospects for service in the WAC, what availabilities would you recommend?"

**"PLEASE FILL OUT THE ENCLOSED FORM AS COMPLETELY AND FULLY AS YOU CAN.**

"*In so doing, keep in mind the fact that any radio advertising in connection with WAC recruitment would not begin before October 1.*

**"PLEASE RETURN THE ENCLOSED FORM AS PROMPTLY AS POSSIBLE SO THAT WE MAY PROPERLY REPRESENT THE INDUSTRY IN FUTURE NEGOTIATIONS."**



NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON 6, D. C. Phone NAional 2080

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.

TEXT OF QUESTIONNAIRE

WOULD YOU ACCEPT PAID WAC RECRUITMENT ADVERTISING OVER YOUR STATION? (Check)

YES [ ] NO [ ]

WHAT TYPE OF PROGRAM SERVICE WOULD DO THE BEST JOB OVER YOUR STATION?

(If you check more than one, number in order of preference)

Half Hour Once Per Week [ ] Quarter Hour Three Times Per Week [ ] Five Times Per Week [ ] Dramatized Announcements [ ] Station Breaks [ ]

WHAT ARE THE BEST AVAILABILITIES YOU CAN OFFER FOR AN OCTOBER 1 START?

HALF-HOUR PROGRAM: Day Time Preceding Program Following Program Rate

QUARTER-HOUR PROGRAMS: Day Time Preceding Program Following Program Rate

DRAMATIZED (ONE-MINUTE ANNOUNCEMENTS): Day Time Preceding Program Following Program Rate

STATION BREAKS: Day Time Preceding Program Following Program Rate

FLY REPLIES TO COMPLAINT vs. WMCA

FCC Chairman James Lawrence Fly yesterday (20) released his letter of reply to a telegram sent him by Edward McCaffrey and three past Commanders of the Catholic War Veterans. The senders of the telegram complained of the action taken by radio station WMCA in deleting from a talk given over its facilities certain portions which the station asserted "... contained aspersions on our Allies and other material calculated to spread disunity at home." Chairman Fly's letter follows:

"This will acknowledge your telegram of July 15, 1944, in which you urge the Commission to hold public hearings concerning the censoring by station WMCA of part of the text of a speech which Senator Frederick Coudert of New York proposed to deliver on Friday, July 7, 1944.

"The Commission has no rule or policy which would require the broadcasters to accept or reject the type of material mentioned by you in any particular program. The authority of the Commission in this general regard is

limited to an overall review of the conduct of the station in terms of its long-range operation in the public interest. It is possible that you feel the station to have been operated generally in a manner contrary to the public interest. If this be true, the Commission would suggest that you file a petition asking for this type of review.

"It is assumed that in that petition you will review the incident in question and that you will set forth as specifically as may be the facts which indicate to you that there has been a general run of anti-Catholic remarks over this station, and no one has been given the opportunity to answer these critical remarks. It would be well that you inform the Commission of the programs and dates to which you refer and point out the instances to which the station denied the time to reply or to give opportunity whatever."

FCC-NAB COOPERATE IN SURVEY

The FCC released its third report on its manpower survey listing the names of 600 holders of first and second-class radiotelephone licenses who have indicated their availability for employment in the communications industry. The survey, which was started last summer, has been intensified in recent months in response to reports from the industry of an increasing scarcity of radio operators and technicians.

The third list, shows in addition to the names and addresses of the license-holders, their present draft status, the nature of their present employment, the class of license held and whether they state their availability for full or part-time employment. To facilitate the use of the list, the names of license holders are grouped according to State of residence and the States are grouped according to Census regions.

The lists are made available to the War Manpower Commission and to the communications industry. In the preparation of the new list, the National Association of Broadcasters has cooperated by furnishing clerical assistance in addressing the post card questionnaires. The Commission is also advised that the NAB is obtaining from the persons on the list supplemental data which are available on request.

All persons using the list are cautioned that the Commission does not certify as to the experience or availability of any person listed, but merely sets forth the information as received. Users of the list are also advised to consider the applicable orders and regulations of the War Manpower Commission and the National War Labor Board.

NAB SURVEYS BROADCASTERS USE OF HIGH FREQUENCY SUPPLEMENTARY SERVICES

Under date of July 19, Howard S. Frazier, NAB Director of Engineering who is also chairman of Panel 4 on Standard Broadcasting of RTPB, forwarded the following letter to the licensees of all domestic broadcast stations, including FM and television.

"The Radio Technical Planning Board is now working on recommendations for post war frequency allocations. It appears that the requests of the various services, such as police, fire, railroad, public utility, aviation, broadcast, etc., will far exceed the spectrum space available for non-government communications.

"Broadcasters (standard, FM, and television) are now assigned certain frequencies outside the regular broadcast bands for relay, studio transmitter link, experimental, emergency use, etc. In order to estimate the present and future needs for these supplementary frequencies, information is urgently needed.

"Please list on the enclosed form your present and proposed use of supplementary frequencies and return immediately to NAB. No disclosure will be made of individual information submitted.

"We cannot urge too strongly that this matter be given your prompt and careful attention in order that overall industry requirements can be tabulated."

The information outlining the present and proposed use of the supplementary frequencies by broadcasters will be tabulated by NAB and made available to the various RTPB panels dealing with allocation problems.

### INCREASED TUBE PRODUCTION IS UNDER WAY

Actual production of radio tubes for civilian home radio sets at a sharply increased rate is under way in the nation's tube plants.

Arthur Stringer, NAB director of circulation, estimates that at least 100 per cent and possibly 200 per cent more civilian radio tubes will be delivered in the last half of 1944 than in the first half.

Between 35 and 40 per cent of the increased production is expected to be shipped in July, August and September.

### BE SURE TO REPLY TO THE RADIO NEWSROOM MANPOWER SURVEY

#### Radio Journalism Courses Involved

Calculation of the needs of radio news rooms for students trained in radio journalism is being undertaken by the American Association of Schools and Departments of Journalism, with the assistance of the National Association of Broadcasters.

This week a radio newsroom manpower survey, prepared by AASDJ, was mailed from NAB headquarters. Replies are to go to Professor Richard W. Beckman, Journalism Department, Iowa State College, Ames, Iowa. The questionnaire is in streamlined wartime form, being only a return post card containing six pertinent inquiries, answerable in brief space. Beckman will compute the returns for his Association, working in cooperation with the NAB Radio News Committee, whose Chairman is Karl Koerper, Vice-President and Managing Director of KMBC, Kansas City. Information procured will have a significant bearing on the number and type of courses in radio journalism recommended to the schools and colleges of America.

Beckman's note to station managers and his six post card questions follow:

"American teachers of Journalism want to help you solve the manpower problems in your newsroom. To do so, we need to have the answers to several questions—how many news processors you employ, how many you expect to employ, how many are women and so on. Only with this information in hand can we turn out young men and women qualified to meet your necessarily exacting demands.

"The questionnaire on the attached card is short and sweet. Filling it out will take only a few minutes. We should be grateful if you would detach the card, fill in the answers and drop it in the mail as soon as possible. We believe it will help both you and us."

1. How many persons does your newsroom employ to write and/or edit news for broadcast (in terms of full-time employees)?
2. How many of these persons actually broadcast news?
3. Would you employ qualified women for news editing and/or writing?
4. Would you employ qualified women for news broadcasting?
5. How many new employees are you likely to need in the next year for news writing and editing only?
6. How many new employees for news writing and editing plus broadcasting?

## FM EDUCATIONAL BROADCASTING

The FCC has received information from the U. S. Office of Education concerning proposed state-wide plans for the allocation of the five frequencies reserved for non-commercial educational FM broadcasting stations. It appears that such plans, if carefully prepared with a view to fair treatment of public and private educational institutions, both urban and rural, at the primary, secondary, higher, and adult education levels alike, may provide a sound means for securing the maximum possible utilization of educational frequencies. Accordingly, while the Commission must dispose of each application on its merits, it will give careful consideration in connection with educational applications to any state-wide plan filed with it.

The Commission's rules define a "non-commercial educational broadcasting station" to mean "a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public."

### PIONEERS EDUCATION BY RADIO IN N. C.

A program of cooperation between FM station WMIT and the high schools of Winston-Salem is expected to blaze new educational trails in North Carolina beginning this autumn.

A group of city educators will work with Harold Essex, managing director WSJS-WMIT, and the station staff. As now conceived the program is to include both dramatic and musical presentations and news broadcasts especially adapted for school listening.

WMIT is an NAB member station as is WSJS.

### WMAZ CANCELS SPONSORED RELIGIOUS PROGRAMS

Religious programs will be unacceptable for sponsorship on WMAZ, Macon, Ga., beginning September 1, 1944, according to announcement by Manager Wilton E. Cobb.

The move will involve cancellation of \$8,160 in business. Since the first of the year the station has refused an additional \$30,836 in religious broadcasting.

In lieu of the present religious programs WMAZ will schedule The Church of the Air at 9:00 a. m. and 12:00 noon on Sundays.

Next year, when present contracts expire, the station will add a daily morning devotional program along non-denominational lines. By way of explanation to present religious broadcasters, Mr. Cobb said in part:

"For several years we have felt that we were failing in our administration of our radio franchise, granted by the government, to the end that we best serve the public interest in religious as in other matters.

"Our failure, in the religious field, in our minds, has been created by our inability to serve each and every group which has desired radio programs, because of the limitation of actual available time and the limitation imposed by the financial ability of religious groups to pay for such services.

"Since we could not begin to serve the needs of every religious group, we found it necessary to make limited charges for religious services. This, too, has proven unfair, since only those with adequate financial support could use the facilities of radio."

### RADIO REDUCES ABSENTEEISM

Radio is credited with a big part in the reduction of absenteeism in Greensboro, N. C., according to the Mayor's War Production Committee of that city.

Three announcements are broadcast daily over WBIG urging workers to report to their regular shifts. This is followed with a weekly dramatic skit entitled "To Whom It May Concern," which depicts the efforts of our fighting men.

July absenteeism, over June, in all types of local industry, was 11.5 per cent less according to Major Edney Ridge, WBIG's general manager. Period surveyed was for the first three weeks of the campaign.

**FIGHTING MEN THINK ABOUT POST-WAR JOBS**

From his post in the Pacific, Marine Sergeant Marion Harmon, formerly of WGOV, Valdosta, Ga., is successfully cooperating with his home-town Rotary Club in building the Rotary Work Pile.

His is the task of on-the-spot investigation and he reports that it is future jobs the boys are thinking about in their few idle moments.

At a recent Wednesday meeting of Valdosta Rotary, Mrs. Elizabeth Harmon read a complete report that her husband had forwarded. In it he urged that a complete job survey be made in Valdosta and surrounding territory; and that men in service from the area be questioned as to their plans on post-war residence.

**AMERICAN HOME PRIZE WINNERS**

The home front job which the women broadcasters began in February when the Association of Women Directors, under Dorothy Lewis, launched their American Home Campaign, has splendid evidence of success in the extraordinary quality of the prize-winning letters in the contest, conducted as a feature of the campaign, on the subject "What I Am Doing in My Home to Strengthen the Promise of a Happier Postwar World." Because the judges found it difficult to choose the best letters from many outstanding ones, *Parents' Magazine*, which cooperated by providing the prize money, tripled the amount offered, awarding two first prizes, two second prizes, five third prizes and twenty \$5.00 prizes. KDKA of Pittsburgh took four of the 29 prizes, including one first prize and one third prize, through letters sent to Janet Ross and Evelyn Gardiner. WMT of Cedar Rapids was next with three of Libby Vaughn's entries receiving \$5.00 prizes. Hazel Cowles of WHAM was represented with a second prize winner and one \$5.00 winner. Other broadcasters with two prize winners among their entries were Beatrice Waxman of WCSH, Portland, Maine; Norma Lane of WSPD, Toledo, Ohio; and Marvel Campbell of WAIR, Winston-Salem, N. C. Two New York City stations contributed one prize winner each—WJZ through Alma Kitchell's "Women's Exchange" program and WQXR through Alma Dettinger on "Other People's Business." Other one-prize stations were WTCN, St. Paul, submitted from Ann Ginn's entries; KCMO, Kansas City, sent in by Anne Hayes; and WDGY, Minneapolis, from Ruth Sherman's contestants.

The excellent results of this appeal to radio's more thoughtful listeners, who have something to say, opens up unlimited possibilities for radio as a means of finding out what American women think and believe in.

**SERVICE MAN FIGHTS FOR FREEDOM OF THE AIR**

The following letter has been received by Dorothy Lewis, NAB Coordinator of Listener Activity from a Rockford, Illinois, boy now serving with the armed forces in China:

MY DEAR MRS. LEWIS:

Your very welcome letter of June 6th arrived here today, and I was extremely interested to hear from you, not only due to the bond we have between us as New Englanders, but also as we seem to be following mutual paths in this great struggle—While my experience in Radio (AACS) is primarily concerned with air communications as a side line, we are operating a small station designed to bring music from the States to our fellow members of the 14th Air Force—My connection is that of procuring transcriptions and V-discs which may be played by the Armed Forces, and this is made increasingly difficult by our distance from the States, and the very thin line over the Himalaya Mts. that connects us with the outside world. We have only discs of great age, but so welcome are they, we can play anything, and know it will be joyously received. Your programs from the West Coast are often picked up by us late at night, and it means a great deal to hear the world news, the sports events, and of course, the new tunes that never fail to awake a certain nostalgia for the dear ones at home who are doing so very much that our nation may revert to its great heritage of Freedom, which we see so sadly neglected throughout the world. It would be impossible to tell you the service and happiness Radio is to all of us, rather, let me say it is our strong tie between this life and the one we look to with the great patriotism and pride all Americans feel for their nation, and as a New Englander, I have a deep respect for the soil that cradled so many statesmen and artists, not to mention the founders of our Republic.

Freedom of the air is a vital need, and we are not pleased with the censorship noticeable in the Armed Forces Broadcasts. I realize you are in a position to notice this more than we, yet each time we sleep while some slight infraction on the Rights we cherish is accomplished, we only prepare the way for another loss! Possibly we of our individualistic natures are more accurately aware of the many regulations laid upon our lives by executive order, instead of Congressional law, but I am firmly opposed to each and every one, as I do not feel we should ever permit any man or group of men to tell us how we may exist, rather let our government serve, as the constitution specifies! Certainly the air should be as open to the broadcasts of the opposition as they are to the party in power, and we should be able to know the current events of the nation and world, unless they will be of definite, not hazy and uncertain aid to our enemy. True, there is much to keep secret, but who is to decide.

\* \* \*

Sending you my sincere "thanks" for your fine letter, and wishing you all success in the preservation of Freedom of the Air, a venture which I back with enthusiasm.

Cordially,

JAMES A. LAWRENCE.

**924 STANDARD BROADCAST STATIONS**

During the month of June, 1944, the FCC granted two new construction permits and cancelled one previously granted. Two CP stations were licensed to operate. A comparative table of the number of standard broadcast stations by months, follows:

	1943												1944		
	July 1	Aug. 1	Sept. 1	Oct. 1	Nov. 1	Dec. 1	Jan. 1	Feb. 1	Mar. 1	Apr. 1	May 1	June 1	July 1		
Operating	911	911	911	911	911	910	910	910	909	909	909	910	912		
Construction	1	2	2	2	2	2	2	4	8	9	11	13	12		
	912	913	913	913	913	912	912	914	917	918	920	923	924		

## Federal Communications Commission Docket

### HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, July 24. They are subject to change.

#### Monday, July 24

##### Consolidated Hearing

- KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—C. P., 1440 ke., 1 KW, unlimited, DA-night.  
 NEW—KNOE, Inc., KJAN, Monroe, La.—C. P. & M. P. to change type of transmitter, change studio location and for approval of antenna, and transmitter location. 1450 ke., 250 watts, unlimited.

#### Wednesday, July 26

- KVOE—The Voice of the Orange Empire, Inc., Ltd., Santa Ana, Calif.—C. P., 1480 ke., 1 KW, unlimited.

#### Thursday, July 27

##### Further Consolidated Hearing

- NEW—James F. Hopkins, Inc., Ann Arbor, Mich.—C. P., 1050 ke., 1 KW, day, daytime.  
 NEW—Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—C. P., 1050 ke., 1 KW (B2-P-3307), 250 watts (B2-P-3595), daytime.

## Federal Communications Commission Action

### APPLICATIONS GRANTED

- KRRV—Red River Valley Broadcasting Corp., Sherman, Texas—Granted request to waive Commission rules as may be necessary in order to permit Station KRRV to announce its station identification as "KRRV, Sherman and Denison, Texas," when programs originate in the Sherman studios or come through it, and as "KRRV, Denison and Sherman, Texas," when programs originate or come through the Denison studios.
- KELO—Sioux Falls Broadcast Assn., Inc., Sioux Falls, S. Dak.—Granted construction permit to install new antenna and make changes in ground system; granted subject to Commission decision on multiple ownership rule applicability to KELO and KSOO. (B4-P-3619)
- WQBC—Delta Broadcasting Co., Inc., Vicksburg, Miss.—Granted construction permit to change frequency from 1390 ke. to 1420 ke., and to change power from 1 KW, day, to 1 KW, day, 500 watts night; unlimited time. (B3-P-3601)
- KTAR and KEIM—Arizona Publishing Co. (transferor), John J. Louis (transferee), KTAR Broadcasting Co. (Licensee), Phoenix, Ariz.—Granted consent to transfer of control of KTAR Broadcasting Co., licensee of station KTAR and associated relay station KEIM, from Arizona Publishing Co., by transfer of 50,000 shares, or 77.27 per cent of the issued and outstanding capital stock to John J. Louis, for a consideration of \$375,000. (B5-TC-367)
- WINX—WINX Broadcasting Co., Washington, D. C.—Granted consent to transfer control of Station WINX from Lawrence J. Heller, Agnes W. Heller, individually and as Trustee for Pamela Heller, Christopher Heller, Anthony Heller, Lawrence J. Heller, Jr., and Michael Heller, respectively, and Richard K. Lyon (transferors) to Eugene Meyer & Co., a partnership composed of Eugene Meyer and Agnes Meyer, d/b as

The Washington Post, by transfer of 2000 shares, or 100 per cent, of the issued and outstanding capital stock of WINX Broadcasting Co., licensee of Station WINX, for a cash consideration of \$500,000. Commissioner Durr dissented. (B1-TC-388)

- WQXR and WQXQ—John V. L. Hogan (transferor), The New York Times Co. (transferee), Interstate Broadcasting Co., Inc. (Licensee), New York, N. Y.—Granted application for transfer of control of Interstate Broadcasting Co., Inc., licensee of standard broadcast station WQXR and high frequency station WQXQ, New York City, by the transfer of 60 shares, or approximately 52.4 per cent of the issued and outstanding Class A Common voting stock from John V. L. Hogan, to The New York Times Company, for approximately \$1,000,000; Commissioner Durr dissented. (B1-TC-365)
- KECA—Earle C. Anthony (assignor), Los Angeles, Calif., Blue Network Co., Inc. (assignee), Hollywood, Calif.—Granted voluntary assignment of license of station KECA, from Earle C. Anthony, Inc., to Blue Network Co., Inc., for a total consideration of \$800,000. (B5-AL-428)
- KYUM—R. N. Campbell, D. Morgan Campbell and Eleanor McCoy (transferors), John J. Louis (transferee), Yuma Broadcasting Co. (licensee), Yuma, Ariz.—Granted consent to transfer of control of Yuma Broadcasting Co., licensee of Station KYUM, by transfer of 12,350 shares, or 49.4 per cent of the issued and outstanding capital stock of the licensee from R. N. Campbell, D. M. Campbell and Eleanor McCoy, to John J. Louis, for a consideration of approximately \$15,438. (B5-TC-379)
- KYCA—Southwest Broadcasting Co., Prescott, Ariz.—Granted consent to transfer control of Southwest Broadcasting Co., licensee of Station KYCA, from Albert Stetson to KTAR Broadcasting Co.
- WJLD—J. Leslie Doss (assignor), George Johnston (assignee), Bessemer, Ala.—Granted consent to voluntary assignment of license from J. Leslie Doss to George Johnston, for a consideration of \$106,000. Commissioner Durr dissented. (B3-AL-422)

### LICENSE RENEWALS

- Granted renewal of following station licenses for the period August 1, 1944, and ending not later than May 1, 1947:
- KFEL, Denver, Colo.; KFPY, Spokane, Wash.; KFWB, Los Angeles, Calif.; KFJX, Grand Junction, Colo.; KMA, Shenandoah, Iowa; KMBC and auxiliary, Kansas City, Mo.; KPOF, near Denver, Colo.; KTMS, Santa Barbara, Calif.; KVAN, Vancouver, Wash.; WAVE, Louisville, Ky.; WDAY, Fargo, N. Dak.; WELI, New Haven, Conn.; WGBG, Greensboro, N. C.; WGBI and auxiliary, Scranton, Pa.; WHA, Madison, Wisc.; WMMN, Fairmont, W. Va.; WSUI, Iowa City, Iowa.
- WORL—Broadcasting Service Organization, Inc., Boston, Mass.—Granted renewal of license for main and auxiliary transmitters upon a temporary basis only and upon the express condition that it is subject to whatever action may be taken by the Commission upon the pending application for removal of license of Station WORL; temporary grant to be for the term beginning August 1, 1944, and ending not later than May 1, 1947. (Docket 6626)
- KDRO—Milton J. Hinklein, Sedalia, Mo.—Granted renewal of license of Station KDRO. (B4-R-1012)
- W2XEO—Capitol Broadcasting Co., Inc., Schenectady, N. Y.—Granted renewal of license for the period ending not later than April 1, 1945. (B1-RST-4)
- WQXR-WQXQ—Interstate Broadcasting Co., Inc., New York, N. Y.—Granted renewal of licenses for main and auxiliary transmitters of Station WQXR and renewal of license of high frequency station WQXQ. (B1-R-1021; B1-RH-35)

### DESIGNATED FOR HEARING

- Durham Broadcasting Co., Inc., Durham, N. C., and Harold H. Thoms, Durham, N. C.—Designated for consolidated hearing, the applications of Durham Broadcasting Co., Inc., for construction permit for new station to operate on 1580 ke., with 250 watts, unlimited time, and of Harold H. Thoms for construction permit for new station to operate on 1580 ke., 1 KW power, unlimited time, transmitter and studio locations to be determined. (B3-P-3592; B3-P-3579, respectively.)

## MISCELLANEOUS

- KABC—The Alamo Broadcasting Co., Inc., San Antonio, Texas—Granted application for construction permit to change frequency from 1450 to 680 kc., increase power from 250 watts unlimited time to 50 KW day, 10 KW night, install a new transmitter and directional antenna for night use, and change transmitter location; granted subject to approval of antenna by the Commission's Chief Engineer, and subject to compliance with the Commission's Supplemental Statement of Policy of January 26, 1944.
- KTHH—Texas Star Broadcasting Co., Houston, Texas—Granted authority to begin program tests in accordance with Section 2.43 of the Commission's Rules.
- Beauford H. Jester, et al., Waco, Texas—Granted request for authority to take depositions in re application for new station (Docket 6218) which has been scheduled for consolidated hearing with applications of KDNT (Docket 6352), WACO (Docket 6590), and Truett Kimzey (Docket 6589).
- Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—Granted motion for order to take depositions in re application for new station (Docket 6231), scheduled for consolidated hearing with application of Jas. F. Hopkins, Inc. (Docket 6230)
- Birney Imes, Jr., Meridian, Miss.—Granted petition for order to take depositions in re application for new station. (Docket 6596)
- KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Passed over for one week petition for postponement of hearing now scheduled for July 24, in re application of KMLB (Docket 5994) and KNOE, Inc. (Docket 5995)
- Truett Kimzey, Greenville, Texas—Granted petition to take depositions in re application for new station. (Docket 6589)
- WDSU—E. A. Stephens, H. G. Wall, and Fred Weber, d/b as Stephens Broadcasting Co., New Orleans, La.—Adopted order granting petition for leave to amend application for license for auxiliary transmitter so as to permit the use of its previously licensed 1 KW transmitter, with power of 1 KW day, 500 watts night, instead of 1 KW day and night as originally requested, employing a non-directional antenna; granted the application as amended; removed the application from hearing docket. (B3-L-1797; Docket 6599)
- WGH—Hampton Roads Broadcasting Corp., Newport News, Va.—Denied request for waiver of such Commission rules as may be necessary in order to permit Station WGH to announce its station identification as "Newport News and Norfolk."

## APPLICATIONS FILED AT FCC

### 560 Kilocycles

- KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Construction Permit for reinstatement of Construction Permit (B5-P-3150 as modified) for change in frequency from 1490 kc., to 560 kc., increase power from 250 watts to 1 KW, installation of new transmitter and directional antenna for night use.

### 580 Kilocycles

- KFXD—Frank E. Hurt, Nampa, Idaho—Construction Permit to change frequency from 1230 kc. to 580 kc., increase power from 250 watts to 1 KW, changes in transmitting equipment, move transmitter and studio to near Meridian, Idaho, and Boise, Idaho, respectively, and install directional antenna.

### 600 Kilocycles

- WMT—Iowa Broadcasting Co., Cedar Rapids, Iowa—Voluntary assignment of License to American Broadcasting Company.

### 660 Kilocycles

- KOWH—World Publishing Co., Omaha, Nebr.—Special Service Authorization to operate on 660 kc., unlimited hours of operation, using 250 watts night and 500 watts daytime.

### 740 Kilocycles

- KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—License to cover Construction Permit (B5-P-3605) which authorized installation of a new ground system.
- KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Authority to determine operating power by direct measurement of antenna power.

## 940 Kilocycles

- NEW—Charles A. Sprague, Glenn R. Thayer and Eleanor M. Behrman, d/b as WMIL Broadcasting Co., Milwaukee, Wisc.—Construction Permit for a new Standard Broadcast Station to be operated on 940 kc., 250 watts power, and daytime hours of operation.

## 1230 Kilocycles

- KALE—KALE, Inc., Portland, Oregon—Transfer of control of licensee corporation from C. W. Myers and Mrs. Josephine Hunt to Journal Publishing Company.
- WCOL—WCOL, Incorporated, Columbus, Ohio—Voluntary Assignment of License to Lloyd A. Pixley, Martha P. Pixley, Milton A. Pixley, and Grace M. Pixley, partners, d/b as The Pixleys.
- KWG—McClatchy Broadcasting Co., Stockton, Calif.—Authority to determine operating power by direct measurement of antenna power.
- KWG—McClatchy Broadcasting Co., Stockton, Calif.—License to cover Construction Permit (B5-P-3498) which authorized increase in power and changes in transmitter and antenna.

## 1240 Kilocycles

- NEW—Rochester Broadcasting Corp., Rochester, N. Y.—Construction Permit for new Standard Broadcast Station to be operated on 1240 kc., power of 250 watts, and unlimited hours of operation, AMENDED re corporate structure.

## 1260 Kilocycles

- WOL—American Broadcasting Co., Washington, D. C.—Voluntary assignment of License to Iowa Broadcasting Company.

## 1340 Kilocycles

- WDAK—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Co., Columbus, Ga.—License to cover Construction Permit (B3-P-3589) which authorized move of transmitter and studio and installation of new antenna.
- WDAK—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Co., Columbus, Ga.—Authority to determine operating power by direct measurement of antenna power.
- WGAU—J. K. Patrick, Earl B. Braswell, Tate Wright and C. A. Rowland, d/b as J. K. Patrick & Co., Athens, Ga.—Authority to make changes in automatic frequency control equipment.
- KVOX—KVOX Broadcasting Co., Moorhead, Minn.—Relinquishment of control of licensee corporation by David C. Shepard through transfer of 68 shares of common stock to John W. Boler, M. M. Marget, and R. S. Felhaber and transfer of 9 shares from Howard S. Johnson to R. S. Felhaber.

## 1400 Kilocycles

- NEW—Chatham Broadcasting Co., Savannah, Ga.—Construction Permit for a new Standard Broadcast Station to be operated on 1400 kc., power of 250 watts, and unlimited hours of operation.

## 1470 Kilocycles

- NEW—H. C. Cockburn, tr/as San Jacinto Broadcasting Co., Houston, Texas—Construction Permit for a new Standard Broadcast Station to be operated on 1470 kc., power of 1 KW, and unlimited hours of operation.
- NEW—Jas. A. Brown, Ronald C. Johnson, Elbert B. Griffis, Bert Graulich, Chas. H. Johnson, Wm. A. Johnson, Jas. E. Brooker, Chas. E. Cross, Alden J. Woodworth, Frank E. Sater and Frank J. Beougher, d/b as Atlantic Shores Broadcasting, Ltd., Coral Gables, Fla.—Construction Permit for a new Standard Broadcast Station to be operated on 1490 kc., power of 250 watts, and unlimited hours of operation.
- WRLD—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Modification of Construction Permit (B3-P-3543) which authorized construction of a new standard broadcast station for extension of completion date from 7-15-44 to 8-14-44.
- KRNR—News-Review Co., Roseburg, Oregon—Construction Permit to move transmitter and studio locally.

## FM APPLICATIONS

- NEW—Warner Bros. Broadcasting Corp., Hollywood, Calif.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 44900 kc., with coverage of 3,118 square miles.
- NEW—Cincinnati Broadcasting Co., Cincinnati, Ohio—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 43700 kc., with coverage of 19,100 square miles.
- NEW—Tampa Times Company, Tampa, Fla.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 45300 kc., with coverage of 8,100 square miles.

## TELEVISION APPLICATIONS

- NEW—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #1 (50000-56000 kc.).
- NEW—Warner Bros. Broadcasting Corp., Hollywood, Calif.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #3 (66000-72000 kc.).
- NEW—Allen B. DuMont Laboratories, Inc., Passaic, N. J.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #4 (78000-84000 kc.).
- NEW—Columbia Broadcasting System, Inc., New York, N. Y.—Construction Permit for a new Experimental Television Broadcast Station to be operated on 401000 to 417000 kc.

## MISCELLANEOUS APPLICATIONS

- WLWL—The Crosley Corporation, Mason, Ohio—License to cover construction permit (B2-PIB-41) for a new International Broadcast Station.
- WLWR—The Crosley Corporation, Mason, Ohio—License to cover construction permit (B2-PIB-42) for a new International Broadcast Station.
- WLWS—The Crosley Corporation, Mason, Ohio—License to cover construction permit (B2-PIB-39) for a new International Broadcast Station.
- WNRA—National Broadcasting Co., Inc., Bound Brook, N. J.—License to cover Construction Permit (B1-PIB-48) as modified which authorized construction of a new International Broadcast Station.
- WMFM—The Journal Company (The Milwaukee Journal), Milwaukee, Wisc.—Construction Permit to change frequency from 45500 kc. to 43900 kc., coverage from 2,500 to 17,828 square miles and antenna changes.

# Federal Trade Commission Docket

## COMPLAINTS

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

**P. Ballantine & Sons**, manufacturing and selling malt beverages, with its principal offices located at 57 Freeman Ave., Newark, N. J., and wholesale agencies in New York, Albany, N. Y., Providence, R. I., New Haven, Conn., Hicksville, L. I., and Washington, D. C., is charged in a complaint with violation of Section 7 of the Clayton Act by acquiring the capital stock of the Christian Feigen-span Brewing Company, a competing corporation. Section 7 of the Clayton Act prohibits such capital stock acquisitions where the effect may be to substantially lessen competition, to restrain trade, or tend to create a monopoly. (5187)

**E. H. Hamlin Co.**, Mutual Life Bldg., Seattle, Wash., selling and distributing canned salmon and other sea food products, is charged in a complaint with violation of the brokerage section of the Robinson-Patman Act. The complaint alleges that the respondent distributes and sells his products directly to certain buyers in interstate transactions and has paid to such buyers commissions or brokerage fees on purchases made by them for their respective accounts. The respondent's method of distribution and sale, the complaint continues, is representative of the sales methods of a number of West Coast distributors. Such buyers customarily designate themselves as "brokers," "merchandise brokers" or "primary distributors," although they are known to the trade as "buying brokers" or "speculative brokers." (5189)

Two New York City firms, **Lewis & Conger**, 45th St. and Sixth Ave., and **Conrad W. Woehler**, trading as C. W. Products Co., 155 East 44th St., are charged in a complaint with misrepresentation in the sale of "Foxhole Pillows" which they advertise as affording soldiers more comfort than any article they may carry into combat. (5191)

**National Electric Manufacturers Co.**, 60 East 42d St., New York, selling and distributing flexible shafting for the remote control of valves in ships and naval vessels, is charged in a complaint with misrepresentation and unfair and deceptive acts and practices in commerce. (5192)

**Superior Products Company**, trading as S-P Laboratories, 2200 South Lamar St., Dallas, Tex., manufacturing and distributing cosmetic and medicinal products, including preparations designated "Sue Pree' Trio 3-Purpose Cream" and "Sue Pree' Bleach Cream," is charged in a complaint with false advertising and misrepresentation. The respondent sells the preparations to retail stores which in turn sell to ultimate purchasers. In advertisements in catalogs and other media, the respondent allegedly has represented that Trio 3 Purpose Cream nourishes the tissues and improves the texture of the skin. The complaint alleges that the preparation does not nourish the tissues or improve skin texture and that the advertisements fail to reveal that the respondent's bleach cream contains ammoniated mercury which, under certain conditions of use, may be dangerous to users. (5188)

**U-C-A Manufacturing Co.**, 1425 South Racine Ave., Chicago, selling and distributing salve, menthol inhalers and miscellaneous merchandise, are charged in a complaint with misrepresentation. (5190)

## CEASE AND DESIST ORDER

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

**Ovrhaul Co.**, 679 South Dunsuir Drive, Los Angeles, has been ordered to cease and desist from misrepresenting the properties and effectiveness of his product designated "Ovrhaul," advertised as being capable of reconditioning automotive engines and of saving oil and gas. (3713)

## STIPULATION

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

**Sun Radio and Service Supply Corp.**, 938 F St., N. W., Washington, D. C., selling, repairing and servicing radios, has stipulated to cease representing among other things that it has radio batteries for sale, or any other kind of merchandise which it does not actually have in stock and available for delivery to purchasers. (3869)

## FTC COMPLAINT DISMISSED

The Federal Trade Commission has ordered the dismissal of its complaint against the Washington Civilian Institute, Inc., formerly at 129 W. Saratoga St., Baltimore. The respondent, charged with misrepresentation in the sale of courses of study and instruction for preparing students for examinations in Civil Service positions, has forfeited its charter and is no longer in existence.