

NAB CIRCULATION PROJECT APPROVED BY ASSOCIATION OF NATIONAL ADVERTISERS

The Association of National Advertisers has enthusiastically approved the proposal to join in the formation of a bureau to measure radio station circulation, it was announced at National Association of Broadcasters headquarters today.

The American Association of Advertising Agencies on October 3 took similar action.

Board action of ANA and AAAA followed study of the NAB plan which was presented by J. Harold Ryan, President of NAB, Hugh Felties, Roger W. Clipp, Chairman of the NAB Research Committee and Committee members on September 22. The method was developed by the NAB Research Committee and approved by the Board of Directors and the general membership of the Association at the NAB Executives War Conference in Chicago, August 30.

VIEWS ON PROPOSED RULE COVERING 317 TO BE PRESENTED

Views of the broadcasting industry on the rule proposed by the FCC to govern the announcement of sponsored programs will be presented to the FCC at the time that body hears oral argument in the matter.

The Commission has given notice to all licensees of its intention to promulgate a regulation governing the form of sponsorship announcement required by Section 317 of the Communications Act of 1934 and has fixed November 1 as the date for filing briefs and November 10 as the date for argument. The text of the proposed rule and order appears on page 366 of NAB REPORTS, October 6, 1944.

President Ryan announced this week that Philip G. Loucks, former Managing Director of the NAB, has been retained as counsel to present the Association's views to the Commission. Conferences with the legal staff of the FCC have already been inaugurated in the hope that agreement can be reached between the Commission and the industry on the form of regulation to be adopted. Further conferences will be held and in order to provide adequate time to explore the possibilities of agreement, the NAB has requested that both the time for filing briefs and oral argument be continued for not less than two weeks.

ACLU REQUESTS IDENTIFICATION OF POLITICAL ADS

From a press release of the American Civil Liberties Union we quote:

"A request to the FCC to require that sponsors of political announcements be identified was made in by a telegram sent on October 16 to James L. Fly, chairman, of the ACLU through Thomas Carskadon, chairman of the Radio Committee, Arthur Garfield Hays and Roger N. Baldwin.

"We are advised," the telegram said, "that radio stations throughout the country are now carrying spot announcements in behalf of political candidates without indicating

sponsorship. Since these are paid political advertisements we assume that the Commission's rules would cover an indication of sponsor. Listeners at present have no means of identifying this paid political propaganda. May we urge your immediate attention with prompt instructions to the industry?"

RYAN ANSWERS STATEMENTS ABOUT CODE MADE IN WHKC CASE

(As released by NAB News Bureau)

NAB President Harold Ryan issued the following statement:

"The NAB has followed with great interest the hearings in the UAW-CIO-WHKC case.

"Certain statements have been made regarding the NAB Code in connection with the testimony offered in this case which the Association feels should be clarified.

"Station WHKC had sold commercial time to the CIO local of Columbus, Ohio, and when the sponsor presented his script for a certain program the station refused to accept it for broadcast on a sponsored basis on the ground that it was controversial, without offering time on a sustaining basis.

"The Code, however, neither suggests nor implies any release from the responsibility of the station licensee in the case of controversial material to give free time for the purpose of discussing the controversial subject. There is no language nor implication in the Code which justifies or encourages a radio station to refuse either to sell a forum type program or give time for the discussion of controversial questions in the public interest. On the contrary, the Code highlights very pointedly the responsibility of the station to encourage sponsored forums and to give time for the discussion of these controversial issues.

"In the opinion of the NAB station WHKC should have considered the propriety of broadcasting this program on sustaining time."

THE ALLOCATION HEARINGS

The Federal Communications Commission resumed the hearing of testimony on television on Tuesday, October 24, following several days which had been devoted to police, safety and emergency services. That portion of the allocation hearing devoted to television will probably end on Friday (27).

Immediately following the television testimony ten witnesses are scheduled to appear on facsimile. The Commission will then hear several witnesses in connection with other broadcast services such as relay pickup, satellite control and relay program circuits. With the taking of testimony in connection with these supplementary services, it is anticipated that those portions of the hearings of interest to broadcasters will be concluded.

Special NAB Allocation Hearings Bulletins Nos. 6 and 7 have been delayed by reason of a printers' strike, but will be mailed within a few days. Other special bulletins covering those portions of the testimony of interest to the broadcasters will be sent as quickly as they can be gotten out.

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*; John Morgan Davis, *General Counsel for Labor Relations*.

SCHOOL BROADCAST CONFERENCE MAKES AWARDS, DISCUSSES FM

Dr. I. Keith Tyler, Director of Radio Education for Ohio State University, was named winner of the award for outstanding and meritorious service in educational radio for 1944 at the 8th Annual School Broadcast Conference this week in Chicago. Dr. Tyler is President of the Association for Education by Radio and Director of the Annual Institute for Education by Radio.

The three day Conference, October 22, 23 and 24, heard Dr. C. C. Dykstra, President of the University of Wisconsin, sound a virtual keynote for the meeting when he told the annual AER luncheon assemblage on Tuesday that teachers and educational broadcasters should be more aggressive in procuring broadcast facilities of their own and in their overall approach to the medium.

There was general recognition in open discussions that programming was a serious responsibility and should not be taken for granted in the educator's FM plans.

The Conference was of the discussion type throughout, interspersed with demonstrations of classroom use of radio. Dr. Lyman Bryson, CBS Director of Education, was permanent chairman and discussion leader.

Citations gave special recognition to the following: Miss Della Rogers, teacher in the Alameda School of Portland, Oregon, for her use of the program "Marcus and Narcissus Whitman" in the "There'll Always Be Heroes" series, written and produced by station KGW and aired also by station KBPS for use in the 6, 7 and 8th grades; Minerva R. Dorwart and Rose M. Farese, teachers in the Campbell School of Philadelphia for their classroom use of the Program, "Music in the Air", heard over station WFIL; Lucyle Ulrich and Rose Yunek, teachers in the Woodbine School of Cicero, Illinois, for their classroom utilization of Hansel and Gretel, a program in the Magic Harp series, written and produced by WLS-Schooltime; Helen K. Smith, a teacher in the Grant Elementary School, for her classroom utilization of the program, "The Matchlock Gun," in the series, "Let's Tell a Story", written and produced by the Radio Council of the Chicago Public Schools and heard over stations WBEZ and WIND; Mrs. Lillian N. Ort, teacher in the D. R. Cameron Elementary School, Chicago, Illinois, for her classroom utilization of the "United We Stand" series of programs, written and produced by WLS-Schooltime; Mrs. Anne Burtrum, a teacher in the Holmes Elementary School, Chicago, Illinois, for her classroom utilization of the program, "Middle and South America", in the program series, "Places and People", produced by the Radio Council of the Chicago Public Schools in co-operation with the Chicago Natural History Museum, and heard over stations WBEZ and WIND; Sophie Dzierlenga, a teacher in the Peabody Elementary School, for her classroom utilization of news reports heard over every major station and network in Chicago, as well as the FM Station WBEZ, on June 6, "D-Day." This particular 8-a group of students listened to the radio throughout the school

day, divided themselves into committees to keep the various grade levels informed of developments, and made hourly reports to all classrooms throughout the school. Mr. Robert B. Hudson, director of the Rocky Mountain Radio Council, for two series of programs, the Rocky Mountain Radio Council's productions of "Story-time", done for Colorado State College of Education at Greeley, and released in Denver over station KLZ. Mr. Hudson's second program is an art series, entitled "Art Speaks Your Language", done by the Council for the Denver Art Museum and released by station KFEL in Denver.

George Jennings, Director of the School Broadcast Conference, planned and supervised the 8th annual meeting with the assistance of the following Executive Committee: Dean Douglass, Radio Corporation of America, Chicago; Robert Hansen, WIND, Chicago; David Heffernan, Assistant Superintendent, Cook County Schools; Lt. Col. Harold W. Kent, Honorary Chairman, SBC Executive Committee; Elizabeth E. Marshall, Program Director, Radio Council-WBEZ, Chicago; William Newton, British Broadcasting Corporation, Chicago; Myrtle Stahl, WGN-Mutual, Chicago; E. Jerry Walker, WLS, Chicago; Judith Waller, National Broadcasting Company, Chicago; Florence Warner, Columbia Broadcasting System, Chicago.

Commercial station representatives were on hand and joined in the discussions with educators and managers and staff members of educational stations. Willard D. Egolf represented the National Association of Broadcasters.

WARNING ON SALE OF ELECTRONIC MATERIAL

War contractors with privately owned idle and excess electronic material and components should be urged to sell them to legitimate distributors rather than possible speculators, the Electronic Distributors Advisory Committee recommended at its meeting, WPB says.

These idle and excess inventories have been screened by the components inventory section of the Radio and Radar Division and the holders permitted to sell them under appeal for WPB 1161 to any purchasers in accordance with priorities regulation 13, WPB says.

Committee members expressed the opinion that electronic distributors are in a position to supply many of the lesser public services such as police departments, civil aeronautic groups with needed components and also could supply dealers who service civilian products. This procedure would work to the advantage of war contractors, many members pointed out, since much of the material would go into the servicing of the contractors on pre-war products.

Members also discussed the effects of the recent revocation of Orders L-72 and L-293. WPB officials pointed out that the revocation of L-293 should in no way hinder civilian dealers since allocation of materials are made to component manufacturers on the basis of total deliveries of the components and special allocations are not generally provided for civilian production.

The committee also discussed the probable shortage of components which would not be covered by WPB orders except for military uses. Members expressed the opinion that the industry could work out any problems regarding distribution of these components for civilian use, WPB said.

WHAS AWARDS SCHOLARSHIP

Radio station WHAS has awarded a four year, all-expense scholarship to the University of Louisville to Miss Helen Greer, Ashland, Kentucky, winner of a contest conducted by the station to find the best singing voice in Kentucky and Southern Indiana.

The contest, open to high school graduates of the years 1942, 1943 or 1944, was inaugurated by the station as a public service to find the young man or young woman with

exceptional talent and give him or her an opportunity to develop that talent and gain actual radio experience on a regular WHAS program while going to school. Co-sponsored by the Rotary Clubs in the area, the contest closed with the final auditions being broadcast over WHAS October 11th, at which time the winner was chosen.

KANSAS CITY SYMPHONY SOLD FOR TWENTY WEEK SERIES

Kansas City's 85-piece Philharmonic Orchestra, which last season came under the baton of Efrem Kurtz, this year joins that select group of half a dozen commercially sponsored musical organizations, checking in with a full 20-week season of Thursday evening half-hour broadcasts over KMBC of Kansas City.

Contract rights, sold to the Kansas City Southern Lines, with home offices in Kansas City, place the Philharmonic right up front with the New York, Boston, Detroit, San Francisco and Los Angeles orchestras, only other symphony groups in the country with a completely sponsored season over radio.

Radio contract is a repeat performance for KMBC, which last year sold the first commercial broadcasts in the orchestra's 11-year history, a series of four concerts during the last month of the 1943-44 season.

BLUE FILES FOR NAME CHANGE

The Blue Network Company, Inc., of New York has filed an application with the FCC for voluntary assignment of license to the American Broadcasting Company, Inc. This includes all of its stations and relay stations.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, October 30. They are subject to change.

Monday, October 30

Consolidated Hearing

NEW—Durham Broadcasting Co., Inc., Durham, N. C.—C. P., 1580 kc., 250 watts, unlimited.

NEW—Harold H. Thoms, Durham, N. C.—C. P., 1580 kc., 1 KW, unlimited.

Wednesday, November 1

Further Hearing

WTCN—Minnesota Broadcasting Corp., Minneapolis, Minn.—C. P., 710 kc., 10 KW, unlimited time, DA night.

WHB—WHB Broadcasting Company, Kansas City, Mo.—C. P., 710 kc., 5 KW, unlimited time, DA—day and night.

Thursday, November 2

WGBF—Evansville On the Air, Inc., Evansville, Ind.—Renewal of license; 1280 kc., 1 KW night, 5 KW day, unlimited.

Friday, November 3

Consolidated Hearing

NEW—Centennial Broadcasting Co., Portland, Maine—C. P., 1450 kc., 250 watts, unlimited.

NEW—Northeastern Radio and Television Corp., Portland, Maine—C. P., 1450 kc., 250 watts, unlimited.

Federal Communications Commission Action

APPLICATIONS GRANTED

KABC—Alamo Broadcasting Co., San Antonio, Texas—Granted request for a 30-day extension of time ending November 17, 1944, to comply with the terms of the conditional grant which specified that a construction permit will not be issued until the Commission has received evidence in writing from the WPB that any authorization necessary for construction has been obtained, or none is required.

KOBH—Black Hills Broadcast Co., Rapid City, So. Dak.—Granted request to change call letters of station from KOBH to KOTA.

WCLE—United Broadcasting Co., Cleveland, Ohio—Granted request to change call letters of station from WCLE to WHKK.

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Granted modification (B5-MP-1771) of construction permit, which authorized change in frequency, etc., for extension of completion date from 11-1-44 to 12-1-44.

WCAO—The Monumental Radio Co., Baltimore, Md.—Granted license to cover construction permit which authorized move of formerly licensed RCA transmitter from 811 West Lanvale St., Baltimore, to east side of Park Heights Ave., 1.2 miles NW from city boundaries, near Baltimore, and operate as an auxiliary transmitter with power of 1 KW using directional antenna. (B1-L-1831)

WOL—Iowa Broadcasting Co., Washington, D. C.—Granted modification of license to change corporate name to Cowles Broadcasting Co.

KRNT—Iowa Broadcasting Co., Des Moines, Iowa—Granted modification of license to change corporate name to Cowles Broadcasting Co.

KFYO—Plains Radio Broadcasting Co., Lubbeck, Texas—Granted authority to determine operating power by direct measurement of antenna power.

WLAK—Radio Station WLAK, Lakeland, Fla.—Granted authority to determine operating power by direct measurement of antenna power.

DOCKET CASES

The Commission announced its Decision and Order (B-135) granting the application for consent to voluntary assignment of license of Station WSAR, Fall River, Mass., from Doughty and Welch Electric Co., to the Fall River Broadcasting Co. (Docket No. 5902)

In its Decision, the Commission pointed out that it has heretofore indicated, in actions upon other applications, that it has serious questions as to whether broadcast stations should be licensed under conditions where responsibility for management would be placed in the hands of trustees without beneficial interest, for management in the manner of trust properties, and stated, in its judgment, the duties and responsibilities which devolve upon licensees of broadcast stations should not be placed in the hands of persons and organizations whose primary interests are in rendering general trust services as trustees.

"In this case, the Commission finds that provision has been made for competent interested management of the station by trustees who have shown that it will be a matter of primary interest with them, and the station will be managed by a competent experienced executive. The evidence which has been presented affords assurance that operation of WSAR by the Fall River Broadcasting Co. will provide a service which is efficient and at the same time on a broad basis consonant with the obligations of licensees to render service in the public interest."

Commissioner Case concurred, but reserved his opinion in so far as the decision indicates that trustees without beneficial interest are not proper licensees of a radio broadcast station.

DESIGNATED FOR HEARING

- Joe L. Smith, Jr., Charleston, W. Va.—Designated for hearing application for construction permit for new station to operate on **1400 kc.**, 250 watts, unlimited time, to be heard with application (B2-P-3704) of Reed D. Smith, requesting the same facilities in Charleston. (B2-P-3666)
- Telegram Publishing Co., Salt Lake City, Utah.—Designated for hearing application for new station to operate on **1490 kc.**, 250 watts, unlimited time. (B5-P-3694)
- WPRP—Julio M. Conesa, Ponce, Puerto Rico.—Designated for hearing application for construction permit (B-P-3547) to move transmitter from #4 Trujillo, at Ponce, to Barrio Cerrillos-Military Road, San Juan—Ponce, P. R., and install new antenna; and application (B-AL-399) for voluntary assignment of license from Julio M. Conesa to Voice of Porto Rico, Inc.
- Consolidated Broadcasting Co., Ponce, P. R.—Designated for hearing application for new station to operate on **1420 kc.**, 250 watts, unlimited time; this application to be consolidated with above WPRP applications together with those in Dockets 5678, 6107 and 6108.
- Ronald B. Woodyard, Utica, N. Y.; Utica Broadcasting Co., Inc., Utica, N. Y.—Designated for hearing application for new station to operate on **1450 kc.**, 250 watts, unlimited time (B1-P-3636), together with application of Utica Broadcasting Co., Inc. (B1-P-3206), for the same facilities.
- Ernest E. Forbes, Jr., tr/as Magic City Broadcasting Co., Birmingham, Ala.; Ramon G. Patterson and Louise Patterson (Pursley) d/b as Patterson Broadcasting Service, Birmingham, Ala.; Thomas N. Beach, Birmingham, Ala.; Courier Broadcasting Service, Inc., Birmingham, Ala.—Designated for hearing application (B3-P-3671) for new station to operate on **1490 kc.**, 250 watts power, unlimited time, transmitter location to be determined, to be consolidated with application of Patterson Broadcasting Service (B3-P-3647), and application of Thomas N. Beach (B3-P-3713) for the same facilities, and application of Courier Broadcasting Service, Inc. (B3-P-3681), to use frequency **1260 kc.**, 250 watts, unlimited time (Commissioner Durr not participating).
- KOWH—World Publishing Co., Omaha, Neb.—Denied special service authorization to operate on **660 kc.**, with 250 watts night, 500 watts-LS, unlimited time for the period ending Nov. 1, 1946.
- Board of Education, Toledo City School Dist., Toledo, Ohio.—Placed in the pending files application for construction permit for new noncommercial educational broadcast station. (B2-PED-37)
- WAUB—WSIX Broadcasting Station, Portable-Mobile, Area of Nashville, Tenn.—Granted license for a relay broadcast station; frequencies **1646, 2090, 2190, and 2830 kc.**, 40 watts. (B3-LRY-311)

The following applications for new *High Frequency FM* Broadcast stations were placed in the pending files in accordance with Commission's policy of February 23, 1943:

Fidelity Media Broadcasting Corp., Newark, N. J.; Frontier Broadcasting Co., Inc., Austin, Texas; Frontier Broadcasting Co., Inc., Waco, Texas; Hearst Radio, Inc., Milwaukee, Wis.; The Huntsville Times Co., Inc., Huntsville, Ala.; The Toledo Blade Co., Toledo, Ohio; Mrs. W. J. Virgin, Medford, Ore.; WDOO Broadcasting Corp., Chattanooga, Tenn.

LICENSE RENEWALS

- WKPA—Allegheny Kiski Broadcasting Co., New Kensington, Pa.—Granted renewal of license for the period ending May 1, 1947.
- KFJZ—Tarrant Broadcasting Co., Fort Worth, Texas.—Granted renewal of license for main and auxiliary for the period ending Nov. 1, 1945.
- WHAZ—Rensselaer Polytechnic Inst., Troy, N. Y.—Granted renewal of license for the period ending November 1, 1945.
- WHBL—Press Publishing Co., Sheboygan, Wis.—Granted renewal of license for the period ending November 1, 1945.
- WBLR—Columbus Broadcasting Co., Inc., Area of Columbus, Ga.—Granted renewal of relay broadcast station license for the period ending Feb. 1, 1945.
- KWBG—Ben S. McGlashan, Area of Los Angeles.—Granted renewal of relay broadcast station license for the period ending Feb. 1, 1945.

- WAXL—Jonas Weiland, Area of Kinston, N. C.—Granted renewal of relay broadcast station license for the period ending Feb. 1, 1945.
- WHER-WMFB—Westinghouse Radio Stations, Inc., Area of Boston.—Granted renewal of relay broadcast station license for the period ending May 1, 1945.
- WJWA—Birney Imes, Jr., Area of Columbus, Miss.—Granted renewal of relay broadcast station license for the period ending June 1, 1945.
- KIEG-KIEF—Seattle Broadcasting Co., Area of Seattle, Wash.—Granted renewal of relay broadcast station license for the period ending November 1, 1945.
- WATS—Allen T. Simmons, Area of Tallmadge, Ohio.—Granted renewal of relay broadcast station license for the period ending November 1, 1945.
- WOEB—Agricultural Broadcasting Co., Area of Chicago.—Granted renewal of relay broadcast station license for the period ending November 1, 1946.
- WASJ-WNYK-WNYL-WNYN-WNYO—City of New York Municipal Broadcasting System, Area of New York City.—Granted renewal of relay broadcast station license for the period ending November 1, 1946.
- WLOY—Loyola University, Area of New Orleans.—Granted renewal of relay broadcast station license for the period ending November 1, 1946.
- WENM—The Evening News Association, Area of Detroit.—Granted renewal of relay broadcast station license for the period ending May 1, 1947.
- WFME—Monocacy Broadcasting Co., Area of Frederick, Md.—Granted renewal of relay broadcast station license for the period ending May 1, 1947.
- WAHM—Richmond Radio Corp., Area of Richmond, Va.—Granted renewal of relay broadcast station license for the period ending May 1, 1947.

MISCELLANEOUS

- KMJ—McClatchy Broadcasting Co., Fresno, Cal.—Granted petition to intervene in the hearing on application of KFXD to change frequency and power, etc., and move station to Boise, and applications of Queen City Broadcasting Co., Inc., and Idaho Broadcasting Co., for new stations at Boise.
- Rochester Broadcasting Corp., Rochester, N. Y.—Granted petition for order to take depositions in re their application for new station, and applications of The Finger Lakes Brdcstg. System, WARC, Inc., and Seneca Broadcasting Corp., applicants for new stations.
- Idaho Broadcasting Co., Boise, Idaho.—Granted petition to take depositions in re applications for new station in Boise by petitioner, Queen City Broadcasting Co., and application to move KFXD to Boise.
- Miss. Broadcasting Co., Inc., Jackson, Miss.—Withdrew motion for waiver of rule regarding time of filing depositions in re application for new station at Jackson together with application of Birney Imes, Jr., and Miss. Broadcasting Co., for new station at Macon, and Meridian, Miss.
- Miss. Broadcasting Co., Inc., Jackson, Miss.—Granted motion for leave to amend its application for new station and to sever from consolidated hearing. (Docket 6658)
- Centennial Broadcasting Co., Portland, Maine.—Granted petition for leave to amend application for new station. (Docket 6662)
- KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Granted petition for continuance of hearing now set for Oct. 25 to November 24.
- Mississippi Broadcasting Co., Inc., Macon, Miss.—Granted motion for continuance of hearing now set for Oct. 20 to Nov. 17, in re application of Birney Imes, Jr., and applicant's applications for new stations.
- KSFO—The Associated Broadcasters, Inc., San Francisco, Cal.; KROW—Educational Broadcasting Corp., Oakland, Calif.—Granted motion for continuance of hearing on applications for renewal of licenses now set for Oct. 26, and continued same to Dec. 6.
- KVOE—The Voice of the Orange Empire, Inc., Ltd., Santa Ana, Cal.—Granted motion for leave to amend application for construction permit to change frequency and increase power, and removed same from the hearing docket.
- W2XWG—National Broadcasting Co., Inc., New York City.—Cancelled license for temporary Class 2 experimental high frequency broadcast station at request of licensee because

operation of this station was discontinued Sept. 23, 1944, and its activity is now maintained by station WFAF-FM.

APPLICATIONS FILED AT FCC

930 Kilocycles

KVAN—Vancouver Radio Corp., Vancouver, Wash.—Construction permit to change frequency from 910 kc. to 930 kc., power and hours of operation from 500 watts daytime to 250 watts night, 500 watts daytime and unlimited hours of operation. Amended: to change requested power to 500 watts day and night, install directional antenna for day and night use and change transmitter site.

960 Kilocycles

NEW—Coeur d'Alene Broadcasting Co., Coeur d'Alene, Idaho—Construction permit for a new standard broadcast station to be operated on 960 kc., power of 1 KW and unlimited hours of operation.

970 Kilocycles

WFLA—The Tribune Co., Tampa, Fla.—License to cover construction permit (B3-P-3491 as modified), which authorized increase in power and changes in directional antenna for night use.

WFLA—The Tribune Co., Tampa, Fla.—Authority to determine operating power by direct measurement of antenna power.

1230 Kilocycles

NEW—Voice of Talledega, Inc., Talledega, Ala.—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation.

KFFA—J. Q. Floyd, John Thomas Franklin and Sam Anderson, a partnership, d/b as The Helena Broadcasting Company, Helena, Ark.—Construction permit to change frequency from 1490 kc. to 1230 kc.

1240 Kilocycles

KFBC—The Frontier Broadcasting Co., Cheyenne, Wyo.—Acquisition of control of licensee corporation by The Cheyenne Newspapers, Inc., through purchase of 175 shares of common stock from W. A. Corson.

1290 Kilocycles

NEW—Edward J. Altorfer, John M. Camp, John H. Altorfer, Katherine A. Swain and Timothy W. Swain, d/b as Illinois Valley Broadcasting Company, Peoria, Ill.—Construction permit for a new standard broadcast station to be operated on 980 kc., power of 1 KW and daytime hours of operation. Amended: to 1290 kc., 1 KW power and unlimited hours of operation, install directional antenna for day and night use and specify a transmitter site.

1340 Kilocycles

KPKW—Western Radio Corp., Pasco, Wash.—Modification of construction permit (B5-3587 which authorized a new standard broadcast station) for approval of antenna and approval of transmitter and studio locations.

WRHI—Ernest H. Carroll, Virginia B. Carroll, James S. Beaty, and William C. Beaty, d/b as York County Broadcasting Co., Rock Hill, S. C.—Modification of construction permit (B3-P-3591 which authorized a new standard broadcast station) for extension of completion date from 10-15-44 to 12-13-44.

1400 Kilocycles

NEW—KTOP, Inc., Topeka, Kans.—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation.

NEW—Capital Broadcasting Corp., Little Rock, Ark.—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation.

KTNM—Lester Q. Krasin and Otto A. Krutzner, d/b as Krasin and Krutzner Broadcasting Co., Tucumcari, N. Mex.—Voluntary assignment of license to Hoyt Houck, Robert D. Houck, Walter G. Russell and Lonnie J. Preston, d/b as Tucumcari Broadcasting Company.

1450 Kilocycles

KNOE—KNOE, Inc., Monroe, La.—License to cover construction permit (B3-P-2887 as modified), which authorized construction of a new standard broadcast station.

KNOE—KNOE, Inc., Monroe, La.—Authority to determine operating power by direct measurement of antenna power.

NEW—Coast Ventura Company, Ventura, Calif.—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation.

WROX—Robin Weaver, Sr., Clarksdale, Miss.—Voluntary assignment of license to Birney Imes, Sr.

1490 Kilocycles

NEW—Gulf Broadcasting Co., Inc., Mobile, Ala.—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation.

NEW—Central Broadcasting Co., Inc., Johnstown, Pa.—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation.

FM APPLICATIONS

NEW—The Passaic Daily News, Paterson, N. J.—Construction permit for a new high frequency (FM) broadcast station to be operated on 49900 kc. with coverage of 3,878 square miles.

NEW—John W. Haigis, Greenfield, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on 49900 kc. with coverage of 3,556 square miles.

NEW—Surety Life Insurance Co., Columbia, S. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on 43100 kc. with coverage of 16,230 square miles.

NEW—Ned Shepler, Lawton, Okla.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48900 kc. with coverage of 4,500 square miles.

NEW—The Kansas City Star Co., Kansas City, Mo.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44500 kc. with coverage of 26,400 square miles.

NEW—State University of Oklahoma, Norman, Okla.—Construction permit for a new non-commercial educational broadcast station to be operated on 42300 kc., power of 3 KW and special emission for FM.

NEW—Topeka Broadcasting Association, Inc., Topeka, Kans.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45500 kc. with coverage of 4,804 square miles.

NEW—KOIN, Inc., Portland, Ore.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45700 kc. with coverage of 12,856 square miles.

TELEVISION APPLICATIONS

NEW—Filene's Television, Inc., Boston, Mass.—Construction permit for a new commercial television broadcast station to be operated on Channel #7 (102000-108000 kc.), ESR 3,160.

NEW—Eleanor Patterson, tr/as The Times-Herald, Washington, D. C.—Construction permit for a new commercial television broadcast station to be operated on Channel #8 (162000-168000 kc.).

NEW—The Yankee Network, Inc., Hartford, Conn.—Construction permit for a new commercial television broadcast station to be operated on Channel #9 (180000-186000 kc.).

NEW—Intermountain Broadcasting Corp., Salt Lake City, Utah.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (50000-56000 kc.).

MISCELLANEOUS APPLICATIONS

NEW—Blue Network Company, Inc., New York, N. Y.—Authority to transmit recorded programs to all broadcast stations under control of the Canadian authorities that may be heard consistently in the United States.

NEW—Evansville on the Air, Inc., Glenwood, Ind.—Construction permit for a new developmental broadcast station to be operated on 44300 kc., power of 50 KW and special emission.

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.

Georgia Peat Moss Co., Inc., Lake Park, Ga., is charged in a complaint with falsely representing that the commercial peat it mines and sells is "moss peat," when actually it is a product properly defined as "sedge peat." The respondent sells its product directly and through dealers to nurserymen, florists, farmers and poultry raisers. (5238)

Market Drug, 5900 Market St., Philadelphia, is charged in a complaint with disseminating false advertisements concerning the therapeutic properties of certain medicinal preparations consisting of brown and white tablets, both sold by him under the name "Pep-O-Tabs." (5236)

Markus-Campbell Co. and its two subsidiary corporations, National Academy of Dress Design and National Baking School, all located at 1315 South Michigan Ave., Chicago, are charged in a complaint with misrepresentation in connection with the sale of correspondence courses of instruction in various subjects. The complaint also is directed against Joseph E. Markus, Reuben Paul Markus and Eugene Peterson, officers of the respondent corporations. (5235)

Peek and Hills Furniture Co., Inc., 42 East 32d St., New York, is charged in a complaint issued with misrepresenting the value and prices of its merchandise. The respondent company, which is engaged in the interstate sale of household furniture and floor coverings, operates a so-called dealer or trade showroom at its New York address. (5239)

Sterling Drug, Inc.—A complaint alleging the dissemination of false advertisements concerning the therapeutic properties of Ironized Yeast Tablets has been issued against Sterling Drug, Inc., 170 Varick St., New York, successor to Sterling Products, Inc. The complaint also is directed against the advertising agency of Ruthrauff & Ryan, Inc., 405 Lexington Ave., New York, which allegedly prepares and places all advertising matter used by Sterling Drug, Inc., in promoting the sale of the preparation. (5237)

Stevens Clothing Mfg. Co.—A complaint has been issued charging Stevens Clothing Manufacturing Co., Inc., Menands, N. Y., with misrepresentation in connection with the sale of men's clothing. (5240)

STIPULATIONS

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

Life of Wheat Corporation, Monticello, Ill., selling and distributing a wheat germ product designated "Life of Wheat" repre-

sented as a health product and restorative, especially important for elderly people, has stipulated to cease and desist from representing that Life of Wheat has more B Vitamins than any other common food and is rich in B Complex Vitamins; that one ounce or two tablespoonfuls of the product will provide more Vitamin B Complex than four slices of whole wheat bread, or implying conversely that six pounds of whole wheat bread contain but one ounce of wheat germ; that two tablespoonfuls of the product with its other food assures that a child will have the daily requirement of all the B Complex Vitamins; that Life of Wheat is "insurance" that the family will get the protective vitamins, minerals and protein likely to be lacking in the average diet; that an ounce of Life of Wheat is equal in food value to one and one half ounces of meat; that it is richer in protetin, ounce for ounce, than any other common food or that it is richer than meat or eggs with no qualifying statement limiting the comparison to a basis of equal weights, or in any other way representing that the recommended daily intake of Life of Wheat is a more adequate source of high quality protein than the much larger daily intake of such other foods. (3899)

National Unclaimed Freight, 604 Walnut St., Kansas City, Mo., selling furniture and other merchandise, have stipulated to cease and desist from misrepresentation of their products and business. (3901)

CEASE AND DESIST ORDERS

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

Carlay Co., 160 East Illinois St., Chicago, and Carl A. Futter, its treasurer and principal stockholder, has been ordered to cease and desist from disseminating false advertisements concerning a candy product designated "Ayds," which they advertise as providing an easy method of removing excess weight when used in conjunction with their dieting plan. (4898)

Colran Institute, 3809 Main Street, Houston, Texas, and Mervyn E. Randall, his wife, selling an electrical device designated "The Electric Facial Rejuvenator" and "The Colran Electro-Lifter" together with certain cosmetic preparations designated "Cleansing Oil," "Contact Solution," "Special Cleansing Solution," and "Conditioning Oil," all advertised together by the respondents as "The Colran Method of Face Lifting Without Surgery" and as "The Colran Method of Non-Surgical Facial Rejuvenation," have been ordered to cease and desist from misrepresentation of their methods and products. (4886)

Rucker's Imperial Breeding Farm, Inc., and Ross R. Salmon, treasurer of the corporation, Ottumwa, Iowa, have been ordered to cease and desist from misrepresentation in connection with the sale and distribution of baby chicks. (5117)

Professional Collection Association, 333 State St., Detroit, has been ordered to cease and desist from misrepresenting the nature of his business. (5056)

Ulrici Medicine Co., Inc.—An order to cease and desist from disseminating false advertisements concerning the therapeutic properties of a medicinal preparation designated "Ceregen" has been issued against Ulrici Medicine Co., Inc., 233 West 14th St., and Trans-Pac Services, Inc., 602 West 52nd St., both of New York. (4853)