



1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 12, No. 44, November 3, 1944

DISSENTS TO ALLOCATION PROPOSAL

In the course of the Allocation Hearings Mr. Joseph L. Weiner, representing a group of persons some of whom are presently associated with Musak Corporation, outlined a proposal for the allocation of certain frequencies to be used to furnish a subscription radio service (see NAB Special Allocation Hearings Bulletin No. 5, page 23 et seq.). In connection with this proposal J. H. Ryan, NAB President, addressed the following letter to the Commission:

"Re: Docket No. 6651—Allocation of Frequencies to the Various Classes of Non-governmental Services in the Radio Spectrum from 10 Kilocycles to 30,000,000 Kilocycles."

"At the time of my appearance as a witness at this hearing, the Commission's attention was directed to the growth of radio broadcasting as a service to all of the American people. I emphasized the need for the allocation of sufficient space in the radio spectrum to insure the expansion of this broadcasting service into the newly developed technical fields on a sound competitive basis and on a nation-wide scale.

"It is quite obvious from a reading of the testimony presented at this hearing that the requests for frequencies far exceed the number of such frequencies available in the useful radio spectrum. From testimony given by several witnesses it is evident that interference potentialities on frequencies in excess of 40 megacycles are greater than had previously been estimated. Therefore, the need for more channels for broadcasting is even greater than before.

"The Commission has received a request, through the testimony of Mr. Weiner representing 'Muzak,' for the allocation of frequencies for an alleged new kind of broadcasting service. It is our considered opinion that this request is not for a broadcasting service, but for a multiple address radio service. In Commission terms this type of service must properly be classified as point-to-point radio and as a limited common carrier. This proposed service is distinguishable from broadcasting to all the public because in particular it is addressed to those limited number of subscribers who can afford to pay the extra price.

"The National Association of Broadcasters urges the Commission not to sacrifice broadcasting to the public as a whole in favor of this limited common carrier point-to-

point service. This point-to-point service does not require radio channels as of technical necessity. This type of service can be operated on land line systems."

ALLOCATION HEARINGS TERMINATE

Fly Makes Statement

For the past six weeks the Federal Communications Commission has been conducting the Allocation Hearings. These were terminated yesterday (2), at which time James Lawrence Fly, FCC Chairman, made the following statement:

"This concludes our hearings in Docket No. 6651. But I do not want the record to be closed without saying a few words of appreciation to the many hundreds of engineers, executives, and others in all branches of the radio and allied industries who have helped to make these hearings so outstanding a success. Further, I would like especially to thank the men of the Radio Technical Planning Board, from Dr. Baker on down, who have organized this tremendous industry effort, brought it into focus here, and made possible the thorough, orderly consideration of the many crucial problems involved in postwar allocations.

"For six weeks now we have been engaged in the significant joint enterprise of thinking together with respect to postwar allocations. I venture to suggest that seldom in the history of regulatory agencies has such full, frank and unstinting cooperation been offered by industry to government. We in the Commission, in turn, both at the staff level and on the bench, have sought to reciprocate in some measure that spirit of cooperation.

"Through the years, at industry meetings and elsewhere, we have been heard to lament the fact that broadcasting in the past has, like Topsy, "just growed"; and I have frequently expressed the hope that someday, somehow, it would be possible for government and industry to sit down together, go over the entire spectrum, channel by channel, and come up with a plan which, even though it does not entirely satisfy everybody, at least appears to everybody as a fair and honest structure within the limits set by the spectrum itself.

"To realize such a plan one essential condition has to be met—namely, generous and unselfish work on the part of all those, whether in government or industry who had contributions to make to the end result. That generosity has been displayed not merely in the hearing room, but also in the subcommittee meetings, committee meetings, panel meetings, and board meetings of the Radio Technical Planning Board.

"May I also thank those non-industry groups—the educators, amateurs, the police and fire departments, industry and medical, the representatives of other government agencies, and many others who have worked along with us on this undertaking. Their assistance has been most welcome.

"The Commission will now proceed to consider the various proposals with respect to postwar allocation of frequencies. Our consideration will be based upon a record which I feel sure is the fullest and most satisfactory in the history of radio broadcasting. Many of the decisions we will have to make will present a high order of difficulty; but I can assure you that we approach our task with only one objective in mind—to achieve an allocation pattern which will best serve all the vital interests concerned."

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FLY ANNOUNCES RESIGNATION

James Lawrence Fly, for the past five years Chairman of the Federal Communications Commission, yesterday (2) stated definitely that he has submitted his resignation, effective November 15. He revealed that he will enter the private practice of law at suite 1444, 30 Rockefeller Plaza, New York City. No further amplification was given, nor was there any indication from the White House that the resignation had been received.

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*.

ALLOCATION HEARINGS TERMINATE
(Continued from page 403)

During the last several days of the hearings witnesses were heard on several matters having to do with new radio services, while other witnesses testified with reference to topics relating to radio broadcasting and general propagation information. The testimony of these latter witnesses will be included in NAB Special Allocation Hearings Bulletins Nos. 11 and 12, which will go to the printer this week. No. 12 will be the last of the NAB Special Allocation Hearings Bulletins, but an index will be prepared so that they will be readily usable.

FCC GRANTS NAB'S POSTPONEMENT REQUEST

Pursuant to the request of the NAB, the Commission has postponed the date of filing briefs and oral argument on the proposed rule under Section 317.

The request was made in order for NAB members to get in their comments and suggestions on the proposed rule. Many helpful suggestions have been received already, and earnest consideration is being given to each. If you have not sent in your comments, please do so immediately.

The order of the Commission follows:

"In the Matter of
Promulgation of Rules and Regulations Under Section 317 of the Communications Act.

DOCKET NO. 6672

ORDER

"At a session of the Federal Communications Commission held at its offices in Washington, D. C., on the 30th day of October, 1944;

"The Commission having under consideration a request of the National Association of Broadcasters that the time allowed for filing of requests for oral argument and the date for argument be postponed for a period of two weeks;

"IT IS ORDERED, That the time for filing requests for oral argument BE, AND IT IS HEREBY, EXTENDED from November 1, 1944, to November 14, 1944; and That the date for hearing of oral argument if requested, BE, AND IT IS HEREBY, CONTINUED from November 10, 1944, to November 27, 1944."

BROADCAST ADVERTISING

RADIO LEADING MEDIUM, SAYS FTC REPORT

On Monday (October 30), the Federal Trade Commission released a Summary of its report on "Advertising as a Factor in Distribution," which revealed that broadcast advertising garnered a higher percentage of the advertising appropriations of 548 corporations in 17 industries than any other medium. Under the heading, "Advertising Media," the report states:

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"An analysis of the proportion of the amount spent by 548 corporations whose advertising expenditures, in 1939, aggregated \$71,498,607, for 17 industries, showed the following percentages:

Media	Percentages
Radio	18.3
National Magazines	17.4
Newspapers	15.2
Miscellaneous	13.3
Material furnished dealers.....	13.0
Outdoor posters	7.3
Joint advertising	6.4
Letters, folders, mailed by manufacturer.....	5.7
Trade Journals	2.6
Indoor posters8

"The only media used by more than half of the companies were letters and folders, part of which were mailed direct and the remainder furnished dealers. Although expenditures for radio advertising exceeded the cost of all other media, only one company out of four used the radio."

(Aside to those who say radio has reached its peak: The prospects still outnumber the users *three to one!* Doesn't that represent a sales potential of vast proportions?)

The report then identifies the seventeen industries as "manufacturers or processors of meats, canned foods, cereals, flour, biscuits and crackers, coffee, women's dresses, women's hosiery, men's and boys' suits, men's shirts, carpets and rugs, lumber, cement, paints and varnishes, farm machinery, gasoline and lubrication oil, and rubber goods."

There was a wide difference in the proportion of the different advertising media used by different industries, in 1939. For example, national magazines, newspapers and letters and folders furnished dealers combined, accounted for 72.1 per cent of the advertising of meat processors; 30.3 per cent of the expenditures of processors of canned goods were for advertising in national magazines; 54.9 per cent of the money spent by manufacturers of cereals and 44.6 per cent of that expended by flour millers, was for radio advertising; biscuit and cracker manufacturers allotted 30.8 per cent, and coffee processors 33.8 per cent to newspaper advertising; women's dress manufacturers expended 54.9 per cent of their advertising expenditures through national magazines; manufacturers of men's suits 47.4 per cent, carpet and rug manufacturers 53.8 per cent, and farm machinery 33.2 per cent, through national magazines; lumber manufacturers expended 48.3 per cent of their advertising budget in trade magazines; while women's hosiery makers, cement manufacturers, gasoline and lubricating oil manufacturers and makers of rubber goods distributed a considerable proportion of their advertising through several media.

Wholesalers' Advertising

Four hundred and thirty-nine wholesalers with net sales of \$439,215,815, spent \$1,552,094 for advertising in 1939. The average expenditure per dollar of sales for the ten lines of trade was 35 hundredths of a cent, ranging from a minimum of only 3 one-hundredths of a cent for wholesalers of men's and boys' clothing, to 1.08 cents for paint and varnish wholesalers. The cost per dollar of sales for the ten wholesale trades were:

Trade	Cents per Dollar of Sales
Paints and Varnishes.....	1.08
Petroleum Products88
Tires and Tubes.....	.59
Cooperative Grocery30
Old Line Grocery Wholesalers.....	.26
Lumber23
Carpets and Rugs.....	.18
Women's Clothing17
Men's and Boys' Clothing.....	.03

MUSIC—AN ANSWER TO JUVENILE DELINQUENCY

The National Music Council has addressed an inquiry to NAB which provokes serious thought. It cites the broadcasts of WSIX, Nashville, which are designed to encourage music appreciation among juveniles. Our aid is solicited by the Council because it wants to know what other stations are doing along this line.

The National Music Council is undertaking a study of the use of music in combatting juvenile delinquency. The public service aspect of such endeavor prompts our interest.

We ask that you write NAB and tell us of your interest in this type of programming and whether you are currently broadcasting any programs of this nature. If you are, please give us details. We would like to assist the Music Council in its examination of what is now being done.

Write now—give us your reaction and experience.

Advertising By Retailers

Based upon the Commission's sample, advertising expenditures by retail dealers are larger in relation to net sales than for wholesalers, and also represent a larger part of the total distribution cost. This is especially true for a number of commodities, such as men's and women's clothing, electrical household products where manufacturers share part of the cost of local advertising with retailers handling their products.

Data for 1,527 retailers handling nine different lines of products with aggregate sales of \$481,156,224, in 1939, spent \$6,823,402 on advertising or an average of 1.42 cents of each sales dollar. The lowest expenditure was 59 one-hundredths of a cent per dollar of sales for lumber, and the highest, 4.33 for women's clothing. The costs per sales dollar were as follows:

Commodities	Cents per Dollar of Sales
Women's Clothing	4.33
Men's Clothing	3.61
Carpets and Rugs	2.53
Electric Household Appliances	2.53
Paints and Varnishes	1.59
Petroleum Products	1.37
Tires and Tubes	1.28
Groceries—Independents73
Groceries—Chains66
Lumber59

Based upon their total distribution costs, advertising expenditures absorbed from 2.39 per cent in the case of retail lumber dealers, and 12.66 per cent, or one-eighth for women's clothing stores.

NRDGA RETAILERS CALENDAR AND PROMOTIONAL GUIDE

The new 1945 NRDGA Retailers Calendar and Promotional Guide is now available to NAB members at the NRDGA membership price of \$1.25 (\$2.50 to non-members). This calendar lists all of the days, dates and weeks with which retailers can tie-in their 1945 promotions and profit by public understanding and acceptance of the themes selected. The information is arranged in calendar form and also listed alphabetically.

"LET'S GO TO TOWN"

Progress

News

No Stage Tunes

Don't include in "Let's Go to Town" programs any music from 1943-44 New York stage shows. English copyright restrictions would keep programs containing such numbers from being broadcast over American Forces Network in Great Britain. Restrictions do not apply to picture tunes, only N. Y. stage tunes.

Day Script Clearance

Major Peterson, Los Angeles, says Army will give one day clearance on all scripts. If little change, clearance will be wired; if considerable, air mailed. Clearance chain is: Task Force Commander to District Director to Maj. Peterson and back to originating Task Force Commander.

74 Programs Promised

54—"Let's Go to Town" programs have been promised for November completion by Task Force Commanders.

16—for December.

4—for January.

As soon as first 100 programs are promised, production area and TFC's will be listed in NAB REPORTS.

4 New Areas

1. Santa Barbara, Cal., Area
Frank Weltmer, KTSM
Task Force Commander
2. Riverside-San Bernardino, Cal., Area
Charles C. Craig, KFXM
Task Force Commander
3. Roanoke, Va., Area
(This city-area will produce 30-min. pgm. Danville and Lynchburg will produce joint 30-min. pgm.)
4. Frederick, Md., Area
William E. Hardy, WFMD
Task Force Commander
(Will produce 15-min. pgm.)

In essence, the calendar is a promotion guide with sales data to direct the planning of retailers in all lines. It contains statistics to point their efforts to the maximum results, a list of best departments and specific selling suggestions.

Designed with a simple format, each month's calendar faces a page of that month's statistics and suggestions. This arrangement eliminates back-and-forth reference to other pages. The calendar is 12 by 18 inches in size and contains 34 pages.

Invaluable for sales managers, salesmen, continuity writers and others, the 1945 NRDGA Retailers Calendar can be ordered through NAB or NRDGA at a cost of only \$1.25.

PEABODY DIRECTS ATTENTION TO MULTIPLE ENTRY PROVISION

Athens, Ga.—The attention of station managers interested in the 1944 George Foster Peabody Radio Awards is called to the fact that they may submit as many entries as they desire in the classifications for which the following awards will be made:

1. That program or series of programs inaugurated and broadcast during 1944 by a regional station (above 1,000 watts) which made an outstanding contribution to the welfare of the community or region the station serves.
2. That program or series of programs inaugurated and broadcast during 1944 by a local station (1,000 watts or under) which made an outstanding contribution to the welfare of the community the station serves.
3. Outstanding reporting and interpretation of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertainment in music.
6. Outstanding educational program.
7. Outstanding children's program.

Entries may also be submitted by networks, radio editors of newspapers and magazines, listener groups, or any person or organization wishing to direct the attention of the Peabody Board to a special program.

Closing date for 1944 entries or recommendations, which should be sent to John E. Drewry, dean of the Henry W. Grady School of Journalism, University of Georgia, Athens, Georgia, is January 10, 1945. Entries should be sent as far in advance of deadline as possible.

Each entry should give:

1. Title of program.
2. Name of station or network.
3. Address.
4. Classification in which entry is submitted.
5. Name of person making entry.
6. Whether or not entry is accompanied by a transcription.
7. A brief description of the program, with reasons why it should be considered for an award.

The Peabody Awards are administered by the Henry W. Grady School of Journalism, University of Georgia.

KOIN BANQUETS MILLION DOLLAR CLUB

The KOIN Million Dollar Club, famed for its work in knitting together the organization of war bond workers responsible for Oregon's leading position in the national war bond picture, played host recently to its entire membership at a banquet meeting in Portland. The occasion served as a prelude to Oregon's Sixth War Loan drive.

In addition to being a kick-off for the Sixth War Loan, the meeting marked the first time the whole membership of the Million Dollar Club had been assembled from all over the state to witness a regular Tuesday broadcast of

KOIN's original war bond-boosting program of the same name.

Club members were entertained during dinner by KOIN performers. Highlight of the pre-show was the first public appearance of the Duncan Singers, mixed choral group, directed by Chester R. Duncan, KOIN director of public relations. Mr. Duncan, much of whose time is devoted to war effort, was chairman of the meeting. KOIN staff members also presented a Cavalcade of War Bonds, their fifth dramatic review of Oregon's activities in previous war bond drives.

Promptly at 9:30 p. m., the usual Tuesday meeting of the Club took the air, in a broadcast from the stage of the banquet hall. Appearing on the program were: the KOIN mixed vocal ensemble of eight voices under the direction of James Riddel, and the KOIN orchestra led by Owen C. Dunning, Margaret Carroll, singing hostess, Mel Hansen, pianist, and Johnny Carpenter, emcee. Bill Mears wrote the script and produced the show.

WBIR IN OWN "RADIO BUILDING"

Knoxville, Tenn.: Last June Gilmore N. Nunn and J. Lindsay Nunn purchased a building at 406 West Church Avenue, which is now the new home of WBIR. The building will be known as the "Radio Building," and is most modern in every respect. WBIR will occupy the first and second floors of the building. The studio acoustical treatment by Celotex in WBIR's new home insures maximum program fidelity. The new technical equipment installation provides the latest type of facilities, capable of handling program material to perfection. WBIR, John P. Hart, Manager, is Knoxville's Blue and Mutual's affiliate. Other Nunn-owned and operated stations are WLAP, Lexington, Kentucky; WCMJ, Ashland, Kentucky, and KFDA, Amarillo, Texas.

WHAM COMMISSIONS 3 FAMOUS ROCHESTER COMPOSERS

Realizing that more new music should be made available for radio programs and recognizing radio's obligation to support and encourage American composers, WHAM, the Stromberg-Carlson Company's station in Rochester, has commissioned three outstanding American composers to write for radio.

Dr. Howard Hanson, Dr. Paul White and Bernard Rogers, the composers commissioned, are residents of Rochester and members of the faculty of the renowned Eastman School of Music of the University of Rochester.

In commissioning Dr. Hanson, Dr. White and Bernard Rogers, WHAM specified that the compositions be written for radio with that medium's peculiar musical needs in mind. The works are to be acceptable to any station orchestra of average size, of 5 to 8 minutes duration, and of sufficient technical ease to be played with limited rehearsal time. It is expected the numbers will be ready for airing in the spring of 1945 and will be played for public acceptance at that time.

Federal Communications Commission Docket

HEARINGS

No broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, November 6.

Federal Communications Commission Action

APPLICATIONS GRANTED

- Abrelia S. Hinckley, George C. Hatch and Wilda Gene Hatch, d/b as Salt Lake City Broadcasting Co., Salt Lake City, Utah.—Granted construction permit for a new standard broadcast station to operate on frequency **910 kc.**, 1 KW, DA night and day, unlimited time, subject to Jan. 26, 1944 statement of policy. (B5-P-3701)
- KASA—E. M. Woody (Assignor), Southwest Broadcasting Company (Assignee), Elk City, Okla.—Granted consent to voluntary assignment of license of station KASA, from E. M. Woody to Southwest Broadcasting Co., for a total consideration of \$11,250. (B3-AL-441)
- KGy—KGy, Inc. (Assignor), Tom Olsen (Assignee), Olympia, Wash.—Granted consent to voluntary assignment of license of station KGy, from KGy, Inc., to Tom Olsen; no monetary consideration involved, only change of licenses from a corporation to an individual. (B5-AL-444)
- Burns Avenue Baptist Church, Detroit, Mich.—Granted extension of permit under Sec. 325(b) of the Communications Act to transmit programs to Station CKLW, Windsor, Ontario, Canada, for the period November 2, 1944, and ending Oct. 10, 1945. (B2-FP-135)
- Maryland Broadcasting Co., Baltimore, Md.—Granted construction permit for a new developmental broadcast station to operate on frequencies that may be assigned by the Commission's Chief Engineer from time to time; 1000 watts power; Emission AO, and special for FM.
- National Association of Broadcasters—Granted request for postponement of date for filing appearances and oral argument in Docket No. 6672 (proposed Rule relating to identification of program sponsors—Sec. 317) and extended the period to November 27, 1944.
- KMTR—KMTR Radio Corp., Los Angeles, Calif.; KIEV, Cannon System Ltd., Glendale, Calif.—Granted renewal of licenses for stations KMTR and KIEV for the regular period. On the basis of additional information submitted to the Commission, it appears these stations are not under common control.
- Voice of Alabama, Inc., Birmingham, Ala.—Granted construction permit for a new developmental broadcast station; frequencies that may be assigned by the Commission's Chief Engineer; 250 watts power; emission AO, and special for FM.
- Temple V. Ehmsen, Portland, Ore.—Granted construction permit for a new developmental broadcast station; frequencies that may be assigned by the Commission's Chief Engineer; 1000 watts power; emission AO, and special for FM.
- The Atlanta Journal, Atlanta, Ga.—Granted construction permit for a new developmental broadcast station; frequencies that may be assigned by the Commission's Chief Engineer; 700 watts power; emission AO, and special for FM.
- Voice of Alabama, Inc., Birmingham, Ala.—Granted construction permit for a new developmental broadcast station; frequencies that may be assigned by the Commission's Chief Engineer; 250 watts power; emission AO, and special for FM.
- Matheson Radio Co., Inc., Boston, Mass.—Granted construction permit for new developmental broadcast station to use frequency **49900 kc.** and other frequencies that may be assigned by the Commission from time to time; 1000 watts power, emission: Special for FM.

DESIGNATED FOR HEARING

- KDYL—Intermountain Broadcasting Corp., Salt Lake City, Utah.—Designated for hearing (to be consolidated with KGA application above) application for construction permit to change frequency from **1320 to 880 kc.**, increase power from 5 to 10 KW, install new transmitter and make changes in directional antenna. (B5-P-3708)
- KGA—Louis Wasmer, Spokane, Wash.—Designated for hearing application for construction permit to change frequency from **1510 to 880 kc.**, increase power from 5 to 10 KW (10 KW temporarily until materials and equipment become

available for 50 KW operation), install new transmitter and make changes in directional antenna (for night use), to be heard with WDYL application listed above. (B5-P-3692).

LICENSE RENEWALS

- WNEL—Juan Piza, San Juan, P. R.—Granted renewal of license for the period ending November 1, 1945.
- WSAI—Marshall Field, Cincinnati, Ohio.—Granted renewal of license for regular and synchronous amplifier, for the period ending November 1, 1945.
- WSMB—WSMB, Inc., New Orleans, La.—Granted renewal of license for the period ending November 1, 1945.
- KEX-KGW—Oregon Publishing Co., Portland, Ore.—Present licenses extended further upon a temporary basis only, pending determination upon application for renewal, for the period ending January 1, 1945.
- WSPA—Spartanburg Advertising Co., Spartanburg, S. C.—Present license extended upon a temporary basis only, pending determination upon application for renewal of license, in no event later than January 1, 1945.

MISCELLANEOUS

- KFXD—Frank E. Hurt & Son, Nampa, Idaho.—Granted petition to postpone hearing now set for November 7 and continued same to December 4, 1944, on application of KFXD, to change frequency to **580 kc.**, and applications of Queen City Broadcasting Co., Inc., and Idaho Broadcasting Co. for new station in Boise.
- KFXD—Frank E. Hurt & Son, Nampa, Idaho.—Granted petition for order to take depositions (with limitations) in re the above applications.
- Durham Broadcasting Co., Inc., Durham, N. C.; Harold H. Thoms, Durham, N. C.—The Commission on its own motion continued the hearing on these applications now scheduled for October 30, to November 29, 1944.
- WGBF—Evansville on the Air, Inc., Evansville, Ind.—Granted petition to vacate hearing date now set for November 2 on application for renewal of license of WGBF, and continued same to January 10, 1945.
- William B. Rubin, Milwaukee, Wisc.—Denied petition filed by complainant against Columbia Broadcasting System, Mutual Broadcasting System, National Broadcasting Co. and the Blue Network, petitioning the Commission to issue orders directing the stations concerned to show cause why the licenses thereof should not be revoked.

Placed in pending file, in accordance with Commission policy adopted February 23, 1943, the following applications for construction permits for new high frequency FM broadcast stations:

- Howard W. Davis, tr/as The Walmac Co., San Antonio, Texas (B3-PH-337); Keystone Printing Service, Inc., Waukegan, Ill. (B4-PH-334); Midland Broadcasting Co., Kansas City, Mo. (B4-PH-335); Glenn D. Roberts et al, d/b as Milwaukee Broadcasting Co., Milwaukee, Wisc. (B4-PH-332); WAVE, Inc., Louisville, Ky. (B2-PH-329); Birmingham Broadcasting Co., Birmingham, Ala. (B3-PH-330).

Placed in pending file, in accordance with Commission policy adopted February 23, 1943, the following applications for construction permits for new commercial television stations:

- The Cutlet Co., Providence, R. I. (B1-PCT-87); Indianapolis Broadcasting, Inc., Indianapolis, Ind. (B4-PCT-86); Central Ohio Broadcasting Co., Columbus, Ohio (B2-PCT-85).

- WJNO—WJNO, Inc., West Palm Beach, Fla.—Granted modification of construction permit, which authorized move of transmitter and studio, for change in requested transmitter site from 1600 North Flagler Drive (30 feet south of South Lakeside Court and 75 feet east of bulkhead), to 1600 North Flagler Drive (230 feet south of South Lakeside Court and 75 feet east of bulkhead), West Palm Beach, Fla. (B3-MP-1776)

- KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Granted extension of special service authorization to operate on **560 kc.**, with power of 1 KW day, 250 watts night, unlimited time for a period of 60 days commencing November 1, 1944; conditions. (B5-SSA-115)

- A. L. Alexander, Mutual Broadcasting System, New York City.—Denied request for waiver of Sec. 3.406 of the Commission rules governing station identification so as to permit the broadcast of the 45-minute "Mediation Board" program

without making station identification at the 30-minute interval.

APPLICATIONS FILED AT FCC

690 Kilocycles

KGGF—Hugh J. Powell, Coffeyville, Kans.—License to cover Construction Permit (B4-P-3519 as modified) for installation of new transmitter.

KGGF—Hugh J. Powell, Coffeyville, Kans.—Authority to determine operating power by direct measurement of antenna power.

750 Kilocycles

WHEB—WHEB, Inc., Portsmouth, N. H.—Special Service Authorization to operate from 7 a. m. EST to Local Sunrise during months of November, December, January and February in order to permit broadcasting of "No School" notices.

780 Kilocycles

WJAG—The Norfolk Daily News, Norfolk, Nebr.—License to cover Construction Permit (B4-P-3577) which authorized change in frequency.

WJAG—The Norfolk Daily News, Norfolk, Nebr.—Authority to determine operating power by direct measurement of antenna power.

860 Kilocycles

KGNC—Plains Radio Broadcasting Co., Amarillo, Texas—Construction permit to change frequency from 1440 ke. to 860 ke., power from 1 KW night, 5 KW daytime to 5 KW day and night, install directional antenna for night use and move transmitter.

WNEL—Juan Piza, San Juan, P. R.—Construction permit to change frequency from 1320 ke. to 860 ke., and install directional antenna for day and night use.

930 Kilocycles

KSEI—Radio Service Corporation, Pocatello, Idaho.—Modification of license to increase night power from 250 watts to 500 watts. Amended to construction permit to increase night power to 1 KW, install directional antenna for night use and move transmitter.

1230 Kilocycles

NEW—Howard R. Imboden, tr/as Southwest Broadcasting Co., Pulaski, Va.—Construction permit for a new standard broadcast station to be operated on 1230 ke., power of 250 watts and unlimited hours of operation. Amended: re change in studio site.

WJNO—WJNO, Inc., West Palm Beach, Fla.—Modification of construction permit (B3-P-3707 which authorized move of transmitter and studio) for change in transmitter site.

1240 Kilocycles

NEW—James H. McKee, Charleston, W. Va.—Construction permit for a new standard broadcast station to be operated on 1240 ke., power of 250 watts and unlimited hours of operation.

1290 Kilocycles

KVOA—Arizona Broadcasting Co., Inc., Tucson, Ariz.—Authority to determine operating power by direct measurement of antenna power.

1330 Kilocycles

WLWL—Independent Merchants Broadcasting Co., Minneapolis, Minn.—Construction permit to increase power from 1 KW to 5 KW, install new transmitter and make changes in directional antenna for day and night use.

1340 Kilocycles

NEW—Kenneth Edward Rennekamp, Oil City, Pa.—Construction permit for a new standard broadcast station to be operated on 1340 ke., power of 250 watts and unlimited hours, except hours assigned to WSAJ.

NEW—Robert W. Rounsaville, Cleveland, Tenn.—Construction permit for a new standard broadcast station to be operated on 1450 ke., power of 250 watts and unlimited hours of

operation. Amended: to change requested frequency to 1340 ke.

NEW—The Brockway Company, South of Massena, N. Y.—Construction permit for a new standard broadcast station to be operated on 1340 ke., 250 watts power and unlimited hours of operation.

1400 Kilocycles

NEW—Aloha Broadcasting Co., Inc., Honolulu, T. H.—Construction permit for a new standard broadcast station to be operated on 1400 ke., power of 250 watts and unlimited hours of operation.

1410 Kilocycles

NEW—Huntington Broadcasting Corp., Huntington, W. Va.—Construction permit for a new standard broadcast station to be operated on 1450 ke., power of 250 watts and unlimited hours of operation.

NEW—Knoxville Broadcasting Co., Inc., Knoxville, Tenn.—Construction permit for a new standard broadcast station to be operated on 1450 ke., power of 250 watts and unlimited hours of operation.

NEW—Centennial Broadcasting Co., Portland, Maine.—Construction permit for a new standard broadcast station to be operated on 1450 ke., power of 250 watts and unlimited hours of operation. Amended: re changes in capital stock of corporation.

WKLA—Karl L. Ashbacker and Grant F. Ashbacker, d/b as Ludington Broadcasting Co., Ludington, Mich.—License to cover construction permit (B2-P-3406 as modified) which authorized a new standard broadcast station.

WKLA—Karl L. Ashbacker and Grant F. Ashbacker, d/b as Ludington Broadcasting Co., Ludington, Mich.—Authority to determine operating power by direct measurement of antenna power.

KFMB—Worcester Broadcasting Corp., San Diego, Calif.—Acquisition of control of licensee corporation by Jack O. Gross through the purchase of 3750 shares of common stock (50%) from O. L. Taylor.

1490 Kilocycles

WSAP—Portsmouth Radio Corp., Portsmouth, Va.—Construction permit to install new vertical antenna to replace tower destroyed by hurricane, at site approximately 265 feet from former location.

FM APPLICATIONS

NEW—Westchester Broadcasting Corp., White Plains, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on 49900 ke. with coverage of 435 square miles. Amended: to change coverage to 3,540 square miles.

NEW—Cornbelt Broadcasting Corp., Lincoln, Nebr.—Construction permit for a new high frequency (FM) broadcast station to be operated on 47300 ke. with coverage of 18,300 square miles.

NEW—Greensboro News Company, Greensboro, N. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45500 ke. with coverage of 5,820 square miles.

NEW—Hutchinson Publishing Co., Hutchinson, Kans.—Construction permit for a new high frequency (FM) broadcast station to be operated on 43300 ke. with coverage of 15,200 square miles.

NEW—Palladium-Times, Inc., Oswego, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48900 ke. with coverage of 2,392 square miles.

NEW—The Fort Industry Company, Toledo, Ohio—Construction permit for a new high frequency (FM) broadcast station to be operated on 43500 ke. with coverage of 19,350 square miles.

NEW—Piedmont Broadcasting Corp., Salisbury, N. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on 49300 ke. with coverage of 6,950 square miles.

NEW—Contra Costa Broadcasting Co., Richmond, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on 49500 ke. with coverage of 4,490 square miles.

MISCELLANEOUS APPLICATIONS

NEW—National Broadcasting Co., Inc., San Francisco, Calif.—Construction permit for a new relay broadcast station to be operated on **1606, 2074, 2102 and 2758 kc.**, power of 100 watts and A1, A2 and A3 emission.

KSUI—The State University of Iowa, Iowa City, Iowa—Modification of construction permit (B4-PED-28 which authorized a new non-commercial educational broadcast station) for extension of completion date from 1-16-45 to 7-16-45.

NEW—McClatchy Broadcasting Co., area of Fresno, Calif.—License for a new relay broadcast station to be operated on **1646, 2090, 2190 and 2830 kc.**, 50 watts power and A3 emission, using equipment now licensed to KABF.

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.

Marion R. Gray Co., 824 South Los Angeles St., Los Angeles, engaged in the manufacture and sale of wearing apparel, is charged in a complaint with misrepresenting the fiber content of some garments, in violation of the Federal Trade Commission Act, and with misbranding others, in violation of the Wool Products Labeling Act. (5242)

Sal-Fayne Corp., 801 Patterson Blvd., Dayton, Ohio, is charged in a complaint with disseminating advertisements which fail to reveal the danger to health that may result from overdosage of Sal-Fayne, a medicinal preparation recommended for the relief of neuralgia and headache pains and muscular aches. (5241)

CEASE AND DESIST ORDERS

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

B. F. Shriver Co., Westminster, Md., has been ordered to cease and desist from violation of the brokerage section of the Robinson-Patman Act in connection with the interstate sale and distribution of canned vegetables. The respondent operates plants for packing and canning vegetables at Westminster and New Windsor, Md., and Littlestown, Pa. (5217)

Utah Wholesale Grocery, et al.—Four Utah wholesale grocery companies have been ordered to cease and desist from engaging in or continuing a conspiracy to restrain trade and create a monopoly in the interstate sale of their products.

The respondent companies named in the order are Utah Wholesale Grocery, Symns-Utah Grocer Co. and Zion's Wholesale Grocery, all of Salt Lake City, and John Scowcroft & Sons Co., Ogden, Utah. They are engaged in selling grocery products in Utah, southern Idaho, southwestern Wyoming and western Nevada and are said to do about 90 per cent of the wholesale grocery business in that territory. (4643)

Arthur Von Senden Company, Inc., 321 Boulevard of Allies, Pittsburgh, Pennsylvania, selling metal-plated religious books, including the New Testament and a Catholic Prayer Book, represented as affording physical protection to members of the armed forces carrying them, has been ordered to cease and desist from misrepresenting the product. (5154)

STIPULATIONS

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

Chemical Asphalt Roof Coating Corporation, 136 West Moreland Ave., White Plains, N. Y., selling, among other things, wooden roof shingles and a preparation called "Chemical Asphalt" for use as a treatment for roofs made from its shingles and also for old wood shingle roofs, has stipulated to cease and desist from representing, in its advertising or printed matter, or in any other way, that the use or application of the preparation to wooden shingles would make such shingles an effective protection against, or immune to, fire hazard or would cause them to be practically as resistant to fire as a slate, tile or mineral roof; or that the treated shingles would retain such degree of fire-resistance for ten years or any other period of time. The corporation also agrees to cease representing, through the use of so-called guarantees or in any other way, that use of the preparation as a treatment for wooden shingles will impart to such shingles a degree of fire-resistance or other properties in excess of what it is capable of accomplishing. (3903)

Crest Fabrics Corp., 501 Seventh Ave., New York, selling and distributing fabrics, including a rayon fabric designated "Crest 2-Ply Alpaca," has stipulated to cease and desist from using the word "Alpaca" or any simulation thereof to designate or refer to any product not composed entirely of the hair of the alpaca: provided, however, that in case of a product composed in part of the hair of the alpaca and in part of other fibers or materials, such word may be used as descriptive of the alpaca hair content if there are used in immediate connection therewith, in letters of at least equal size and conspicuousness, words truthfully describing the other constituent fibers or materials. (3902)

Keystone Laboratories, Inc., also trading as Keystone The Reliable Company, Memphis Mail Order House, Four Star Products Company and Real Herb Medicine Company, and Hilda S. Weinberg and Sol Kaplan, all located at 491 South Third St., Memphis, Tenn., selling and distributing toilet and household commodities, medicines and cosmetics, have stipulated to cease and desist from certain misrepresentations of their products. (3900)

United Advertising Companies, Inc., trading as the Pen Man, and Martin P. King, trading as Penman, both of 207 North Michigan Ave., Chicago, have entered into a stipulation to discontinue certain misrepresentations in connection with the sale of fountain pens. (3904)

FTC CASE DISMISSED

Because of the recent death of the respondent, the Federal Trade Commission has dismissed its complaint against Philip Goldberg, trading as Eden Company.

The respondent, whose address was a post office box in Brooklyn, had been charged with misrepresenting a vitamin preparation designated "Eden Perles," which he sold and distributed.

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