

PROPOSED IDENTIFICATION RULE REVISED

Following a series of meetings between members of the Federal Communications Commission's legal staff and Philip G. Loucks and Robert T. Bartley, representing NAB, Mr. Bartley released a communication to all broadcasting stations pertaining to the revised draft of a proposed regulation to Section 317 of the Communications Act. The release follows:

Attached hereto is a revised draft of a proposed regulation pursuant to Section 317 of the Communications Act which is the result of extended conferences between members of the Law Department of the Federal Communications Commission and representatives of the broadcasters. The draft departs drastically from the original draft proposed by the Commission which constituted the basis for the conferences.

The draft has been agreed to by the representatives of your Association and by the members of the Law Department of the Commission and the Law Department has agreed to recommend its adoption by the Commission. The public hearing now set for November 27th at the Commission is still scheduled and any broadcaster who desires to present his views in opposition to the proposed rule or any part of it, may be heard by advising the Commission and filing a brief on or before Wednesday, November 22nd.

In response to your Association's request for suggestions, ninety-six letters were received. All of these were carefully read and analyzed and this analysis constituted the basis for the suggestions presented by your Association during the conferences. It should be pointed out that by far the greatest majority of the suggestions were critical of that provision of the original draft under which commercially sponsored programs would be required to carry the announcement of the person or company paying for, furnishing, or sponsoring such broadcasts.

Subsection (e) of the agreed draft, it is felt, meets these objections by requiring that:

"In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the names of the sponsor's product shall be deemed sufficient for the purposes of this Section and only one such announcement need be made at any time during the course of the program."

A detailed analysis of the proposed regulation is now in the process of preparation and will be sent to all members in the event the rule is adopted in the agreed form. While it was not possible to embody all of the suggestions sent in by members, it is believed that all of the major criticisms have been met in the revised proposal.

Briefly, paragraph (a) of the proposed regulation states the requirements of the statute as it applies to what are commonly understood to be sponsored program and paragraph (e) sets forth the manner in which such programs may be announced. Such programs may be of any length from a ten-word spot announcement to half hour or longer show.

Paragraph (b) is an attempt to meet a very difficult and complex problem. In essence, it requires that all material used in connection with a political broadcast or a broadcast

involving the discussion of a controversial public question—where the furnishing of such material is for the purpose of inducing the broadcasting of it—shall be properly identified as to the source of the material. For example, when the National Association of Manufacturers or the C.I.O. furnishes to a station transcribed programs, during the course of which views are presented on controversial questions, the name of the party furnishing the transcription must be made known even though the program is broadcast as a sustaining program. Broad in its application, the regulation aims to prevent political parties or organizations seeking to promote a particular idea or philosophy from cloaking its propaganda with the prestige of the particular station making the broadcast, and from leading the public to believe that such idea or philosophy is that of the station rather than that of the particular party or organization furnishing the program material.

Paragraphs (c), (d) and (e) describe in more detail what is meant by the words "appropriate announcement" in paragraph (a) or "announcement" in paragraph (b), and the manner in which certain records shall be kept by the station.

The regulation, of course, will have to be considered and adopted by the Commission before it becomes operative. Application of the rule may reveal the desirability for changes in the language. If so, your Association will not hesitate to seek such changes by proper methods. Likewise, the application of the rule may present many operating problems which could not have been anticipated at the time of drafting. Should such problems arise, your Association will use its best efforts to obtain clarifying interpretations to assist members in meeting the requirements of the law.

The splendid response of members to the request for suggestions is greatly appreciated and you may be assured that all of them were given the most careful consideration. It is our opinion that the draft meets all of the major objections raised by members and in view of the Commission Law Department's agreement to recommend adoption of the regulation in the form herewith submitted, no further appearance will be made in the matter by your Association. However, you should not hesitate to request opportunity to be heard by the Commission on November 27th in the event you disagree with the draft and desire to present your views independently. In proceeding by the conference method of arriving at agreement it was not the intention of your Association to prevent any member holding views not in agreement with those expressed in the proposed regulation from making them officially known to the Commission.

Section —. *Sponsored Programs, Announcement of:*

(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues, in which any records, transcriptions, talent, scripts, or other

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J. H. Ryan, President C. E. Arney, Jr., Secretary-Treasurer

Robert T. Bartley, Director of Government Relations; 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.

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material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program; provided, however, that only one such announcement need be made either at the beginning or the conclusion of any such program of five minutes' duration or less.

(c) The announcement required by this Section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or service referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or service referred to in subsection (b) hereof are furnished, by a committee, association or other unincorporated group, the announcement required by this Section shall disclose the name of such committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the Board of Directors of the committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this Section and only one such announcement need be made at any time during the course of the program.

PORTER NOMINATION APPLAUDED

Word of the nomination of Paul A. Porter to the Federal Communications Commission reached Chicago during the Board meeting. There was an unanimous expression of approval from the individual members of the Board. President Ryan immediately extended congratulations to Mr. Porter and expressed pleasure at his nomination. He further pledged active and constructive cooperation with Mr. Porter on the Commission. The Porter nomination is now before the Senate and hearings are expected to be held shortly and every indication is that there will be an early confirmation.

THIRD REGIONAL RADIO CONFERENCE GOOD PROGRAMMING CLINIC

With an out-of-town registration exceeding three hundred, embracing station, network, agency and organization representatives from a score of states, the Third Regional Radio Conference at Columbia, Missouri, November 17-19, according to observers, provided a challenging forum for the discussion of radio programming topics.

A panel-type conference throughout, subjects ranged from a demonstration of radio's influence in city-planning to an agency-station forum for the discussion of advertiser-broadcaster relations. Lewis H. Avery, NAB Director of the Department of Broadcast Advertising, gave an appraisal of commercial radio preceding the deliberations of the latter panel.

Broadcasters were prominent as chairmen and participants in discussions of management problems, religious broadcasting, children's programs, daytime serials, women's programs, audience measurement, station promotion and publicity and program evaluation.

Technical developments were covered in sessions on FM, magnetic and film type recorders and a two hour night meeting on television whose adjournment found the audience reluctant to disperse.

Dorothy Lewis, with the Conference one of her principal stops on a sixty-day tour of west coast and southwest cities as NAB Coordinator of Listener Activity, participated in a panel discussion of radio councils, served as a source authority and conferred with school authorities on the training of students for the role of women directors and refresher courses for women broadcasters, a project of the NAB Association of Women Directors.

Willard D. Egolf, NAB Director of Public Relations and member of the Conference Committee, was chairman of the Annual Banquet, introducing FCC Commissioner Paul Atlee Walker who spoke on the subject, "The Government and Post-War Radio." Later during the "Southwest Forum," a broadcast originating from Columbia for a network of nine southwestern stations, Walker and Egolf joined station, network, educator and organization representatives for a discussion of "The Obligation of Radio to the American Public," in which the banquet hall audience participated.

This year's Conference attracted nearly twice the out-of-town registration as last year's and was attended by an equal number of Stephens College students, whose Director of Audio and Visual Aids, Sherman Lawton, organized the meeting. Lawton and his associates were praised by industry officials for the selection of topics, speakers and panel members and facilities provided for the successful meeting, hailed as a valuable clinical adjunct to the NAB annual membership meeting.

OFFICIAL NOTICE 1945 DUES SCHEDULE

In compliance with the provisions of the By-Laws requiring 30 days' notice of the determination of the dues applicable to the various classifications, this is official notice that the Board of Directors, at its meeting in Chicago on November 15, determined the dues schedule for 1945 as follows:

Class	Range of Income		Monthly Dues
A	\$ 0	\$ 15,000	\$ 5.00
B	15,001	36,000	10.00
C	36,001	60,000	15.00
D	60,001	80,000	20.00
E	80,001	120,000	30.00
F	120,001	160,000	40.00
G	160,001	200,000	50.00
H	200,001	300,000	75.00
I	300,001	400,000	100.00

Class	Range of Income		Monthly Dues
J	\$400,001	\$500,000	\$125.00
K	500,001	600,000	150.00
L	600,001	700,000	175.00
M	700,001	800,000	200.00
N	800,001	900,000	225.00
O	900,001	1,000,000	250.00
P	1,000,001	2,000,000	400.00
Q	2,000,001	4,000,000	500.00
R	4,000,001	6,000,000	750.00
S	6,000,001	8,000,000	1,000.00
T	8,000,001	10,000,000	1,250.00
U	10,000,001	12,000,000	1,500.00
V	12,000,001	16,000,000	2,000.00
W	16,000,001	20,000,000	2,500.00
X Over	20,000,000	3,000.00

100 PER CENT COOPERATION

The following letter from Winthrop W. Aldrich, President of the National War Fund, to Harold Ryan, NAB President, constitutes a splendid tribute to the radio broadcasting industry:

"On behalf of the 1944 campaign for the National War Fund, I want you to know how much we appreciate the active support that you and your associates gave the Fund.

"Mr. Butcher, our Radio Director, tells me that not one station out of the nine hundred failed to cooperate wholeheartedly in bringing our message to the American people. The Radio Industry, indeed, may be proud of its record again this year.

"Will you please convey our deep gratitude to the Industry."

First Global Shows Ready for Use Army Presses for More Production

In addition to the "Let's Go to Town" programs which are scheduled for production in accordance with November 10, 1944, NAB REPORTS, are the following:

TO BE CUT IN NOVEMBER—New Bedford, Mass.

TO BE CUT IN DECEMBER—Atlantic City
Evansville
Kansas City, Mo.
Louisville
Savannah

TO BE CUT IN JANUARY —Trenton

Shows Delivered or En Route

According to long distance advice from Los Angeles, at 3:15 p. m., Wednesday, Nov. 22, the first two Task Force Commanders listed below have delivered finished jobs; while the second three have their finished job en route.

Robert Stoddard, KOH, Reno
Ken Craig, KQW, San Francisco
Charles Crutchfield, WBT, Charlotte
Irvin G. Abeloff, WRVA, Richmond
Vernon Nolte, WMBD, Peoria

Scripts Cleared for Cutting

Twenty-three scripts from the following city-areas have been cleared:

DISTRICT II

Kolin Hager, WGY, Director

Program Area *Task Force Commander*
Buffalo (Pgm. A) C. Robert Thompson, WBEN
Rochester Gunnar Wiig, WHEC
Schenectady Earl Pudney, WGY

DISTRICT III

Roy F. Thompson, WFBG, Director

Philadelphia Leon Levy, WCAU
Pittsburgh Joseph Baudino, KDKA
Pittsburgh Frank R. Smith, Jr., WWSW

DISTRICT IV

Campbell Arnoux, WTAR, Director

Asheville Don S. Elias, WWNC
Winston-Salem Harold Essex, WSJS
Norfolk, Newport News,
Portsmouth Henry C. Whitehead, WTAR
Roanoke James H. Moore, WSLs

DISTRICT V

John C. Bell, WBRC, Director

Miami F. W. Borton, WQAM
Tampa W. Walter Tison, WFLA

DISTRICT VI

Hoyt B. Wooten, WREC, Director

Jackson Wiley P. Harris, WJDX
New Orleans W. H. Summerville, WWL

DISTRICT VIII

John E. Fetzer, WKZO, Director

Detroit Leo Fitzpatrick, WJR

DISTRICT IX

Leslie C. Johnson, WHBF, Director

Rock Island, Moline, Davenport ... Les Johnson, WHBF
Springfield L. G. Pfefferle, WCBS
Green Bay Rev. James A. Wagner, WTAQ
LaCrosse, Winona Howard Dahl, WKBH

DISTRICT XIV

Hugh B. Terry, KLZ, Director

Denver Robert B. Hudson, Rocky Mountain Radio Council
Boise, Nampa Walter E. Wagstaff, KIDO
Salt Lake City, Ogden Ralph W. Hardy, KSL

DISTRICT XVI

William B. Ryan, KFI, Director

Los Angeles Don McNamara, KFI

LOST SCRIPTS FOUND IN PENTAGON

In a recent bulletin to Task Force Commanders it was stated that copies of Reno and Richmond scripts were en route. These scripts, lost for many days, were discovered in the Pentagon on Wednesday, Nov. 22.

As soon as they can be pried out, they will be mailed.

NAB WELCOMES NEW WASHINGTONIANS

Welcoming officials who have recently become associated with government branches involved in radio and Washington radio stations, NAB tendered a luncheon at the Statler Hotel on Wednesday, the 22nd. The invited guests of honor were Neil Dalton, new head of the Domestic Branch of OWI; Merle S. Jones, newly arrived manager of WOL; John Patrick Smith, who recently assumed the manage-

ment of WINX; Ed Yocum, former NAB Director and now a member of the CBS Washington Staff; and George Healy, retiring head of OWI's Domestic Branch.

In addition, Charter Heslep, who moved from the office of Censorship to the News Department of Mutual in Washington; and Bob Richards, also from Censorship and now with Broadcasting Magazine, were invited. In addition to the NAB staff and the guests above named, the following were present: Elmer Davis, John E. Fetzer, Earl Gammons, Andy Older, Frank M. Russell, Carleton Smith, Sol Taishoff and Col. Ed Kirby.

WRVA'S ABELOFF AND HOWARD HONORED

Citations for meritorious service in the war effort were received by two staff members of WRVA last week.

At regular retreat ceremonies at Camp Lee, Virginia, Nov. 16, the Certificate of Commendation was awarded Irvin G. Abelloff, program service manager of WRVA, and chairman of the camp liaison committee of the Richmond Chamber of Commerce Armed Services Committee, by Brigadier General George A. Horkan, camp commander.

Mr. Abelloff was commended for: "His faithful service to the residents of Virginia in bringing to them the highest type of local radio programs," etc.

Barron Howard, business manager of WRVA, received a citation for Meritorious Service for his outstanding contribution to the 1944 National War Fund campaign, on November 17, from Winthrop W. Eldrich, president of the National War Fund Campaign. Mr. Howard was 1944 State Radio Director of the Virginia War Fund.

THANKSGIVING TO CHRISTMAS BIBLE READINGS

A series of announcements and a script for use during the Thanksgiving-Christmas period have been mailed all stations by the American Bible Society. Among the membership of the National Sponsoring Committee are:

Joseph E. Davies, Gil Dodds, John Foster Dulles, Harvey S. Firestone, Jr., William Green, Herbert Hoover, Admiral Ernest J. King, James L. Kraft, R. G. Le Tourneau, Charles E. Wilson and John G. Winant.

931 STANDARD BROADCAST STATIONS

During the month of October the FCC granted two new construction permits and licensed two stations to operate. A comparative table of the number of standard broadcast stations by months follows:

	1943					1944										
	Nov. 1	Dec. 1	Jan. 1	Feb. 1	Mar. 1	Apr. 1	May 1	June 1	July 1	Aug. 1	Sept. 1	Oct. 1	Nov. 1			
Operating	911	910	910	910	909	909	909	910	912	913	912	914	916			
Construction	2	2	2	4	8	9	11	13	12	13	16	15	15			
	913	912	912	914	917	918	920	923	924	926	928	929	931			

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, November 27. They are subject to change.

Monday, November 27

Oral Argument Before the Commission en Banc
In the Matter of: Promulgation of Rules and Regulations Under Section 317 of the Communications Act.

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Consolidated Hearing

- NEW—Beauford H. Jester, et al., Waco, Texas—C. P., **1230 kc.**, 250 watts, unlimited.
KDNT—Harwell V. Shepard, Denton, Texas—C. P., **1450 kc.**, 250 watts, unlimited.
NEW—Truett Kimzey, Greenville, Texas—C. P., **1400 kc.**, 250 watts, unlimited.
WACO—Frontier Broadcasting Co., Inc., Waco, Texas—C. P., **1230 kc.**, 250 watts, unlimited.
KF XD—Frank E. Hurt and Son, Boise, Idaho—C. P., **580 kc.**, 1 KW., unlimited—DA.
NEW—Queen City Broadcasting Co., Inc., Boise, Idaho—C. P., **600 kc.**, 1 KW., unlimited—DA-N.
NEW—Frank C. Carman, David G. Smith, Jack L. Powers & Grant R. Wrathall, d/b as Idaho Broadcasting Co., Boise, Idaho—C. P., **1340 kc.**, 250 watts, unlimited.

Wednesday, November 29

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

Oral Argument Before the Commission

REPORT No. B-207:

- WOI—Iowa State College of Agriculture and Mechanic Arts, Ames, Iowa—Special service authorization, **640 kc.**, 5 KW., 6 a. m. to local sunrise.

Thursday, November 30

- KPLC—Calcasieu Broadcasting Co. (T. B. Lanford, R. M. Dean and L. M. Sepaugh), Lake Charles, La.—C. P., to change frequency, increase power, install new transmitter, and make changes in antenna; **1470 kc.**, 1 KW., unlimited.

Friday, December 1

- WTAD—Illinois Broadcasting Corp. (Assignor), Lee Broadcasting, Inc. (Assignee), Quincy, Illinois—Voluntary assignment of license of WTAD; **930 kc.**, 1 KW., unlimited.

Further Consolidated Hearing

- NEW—Birney Imes, Jr., Meridian, Miss.—C. P., **1240 kc.**, 250 watts, unlimited.
NEW—Mississippi Broadcasting Co., Inc., Macon, Miss.—C. P., **1240 kc.**, 250 watts, unlimited.

Federal Communications Commission Action

APPLICATIONS GRANTED

- F. R. Pidcock, Sr., and James M. Wilder, d/b as Georgia Broadcasting Co., Savannah, Ga.—Granted petition insofar as it requested leave to amend application for construction permit so as to specify the frequency **1230 kc.** (instead of **1400 kc.**, as originally requested); denied petition insofar as it requested removal of application from hearing docket and to grant without hearing. (Docket 6639)

- WSVA—Charles P. Blackley (transferor), Frederick L. Allman (transferee), Shenandoah Valley Broadcasting Corp. (Licensee), Harrisonburg, Va.—Granted consent to acquisition of control of Shenandoah Valley Broadcasting Corp., licensee of Station WSVA, by transfer of 16.66%, or 50 shares, of outstanding common capital stock of licensee from Charles P. Blackley to Frederick L. Allman, for a consideration of \$7,000. (B2-TC-408)

- Herald Publishing Co. of Klamath Falls, Ore.—Granted application for construction permit for new standard broadcast station to operate on **1450 kc.**, 250 watts, unlimited time, subject to January 26, 1944, policy; Commissioners Walker and Durr, dissenting. (B5-P-3684)
- National Broadcasting Co., Inc., area of San Francisco—Granted construction permit for new relay broadcast station. (B5-PRY-298)
- WOL—Cowles Broadcasting Co., Washington, D. C.—Granted renewal of license for main and auxiliary transmitters for the regular period.
- WBBM—Columbia Broadcasting System, Inc., Chicago, Ill.—Granted renewal of license for the regular period.
- Calumet Broadcasting Corp., Hammond, Ind.—Granted petition in part for leave to amend application for new station; denied petition insofar as it requests grant of application and designated application for further hearing.
- WWDC—Capital Broadcasting Co., Washington, D. C.—Granted renewal of license for main transmitter and synchronous amplifier for the period ending Oct. 1, 1945.
- WWDC—Capital Broadcasting Co., Washington, D. C.—Granted authority for the period ending Oct. 1, 1945, for waiver of Sections 2.53 and 13.61 of the Commission's rules, so as to permit operation of the synchronous amplifier of station WWDC by remote control from the main transmitter location, upon the same terms and conditions as the existing authorization for such operation.
- WTAD—Illinois Broadcasting Corp., Quincy, Ill.—Granted petition (Comrs. Durr and Walker dissenting) to reconsider and grant application (B4-AL-440) for assignment of license from Illinois Broadcasting Corp. to Lee Broadcasting, Inc.

DESIGNATED FOR HEARING

- Bruff, W. Olin, Jr., G. Decker French and Howard P. Eckerman, a partnership, d/b as Moline Broadcasting Co., Moline, Ill.—Designated for hearing application for construction permit for new standard broadcast station to operate on **1230 kc.**, 250 watts, unlimited time. (B4-P-3678)

LICENSE RENEWALS

- KIIH—KFAB Broadcasting Co., area of Lincoln, Neb.—Granted renewal of relay station license for period ending May 1, 1945. (B4-RRY-22)
- KGBK—KVGB, Inc., area of Great Bend, Kans.—Granted renewal of relay station license for period ending August 1, 1945. (B4-RRY-240)
- KAAD—Tarrant Broadcasting Co., area of Fort Worth, Texas—Granted renewal of relay station license for period ending November 1, 1945. (B3-RRY-65)
- WBGL—Head of the Lakes Broadcasting Co., area of Duluth, Minn.—Granted renewal of relay station license for period ending November 1, 1945. (B4-RRY-150)
- WAFK—A. Frank Katzentine, area of Miami Beach, Fla.—Granted renewal of relay station license for period ending November 1, 1945. (B3-RRY-242)

Granted renewal of following relay station licenses for the period ending not later than November 1, 1947:

- WAAJ, The Fort Industry Co.; WAXE, Havens & Martin, Inc.; KDAC, KARM, The George Harm Station; WBNT, WJLF, WGBD, WBNS, Inc.
- WMWA—WOKO, Inc., area of Albany, N. Y.—Granted further extension of license, upon a temporary basis only, pending determination upon application for renewal of license, in no event later than February 1, 1945. (B1-SRE-381)

Granted further extension of license, upon a temporary basis only, pending determination upon application for renewal of license, of following relay broadcast stations, in no event later than February 1, 1945:

- KBSF, KEKV, KFJU, KETV, KRSA, KSFO, The Associated Broadcasters, Inc.; KFAA, A. H. Belo Corp.; KNED, Carter Publications, Inc.; WADA, Charleston Broadcasting Co.; WAAU, WCBE, WCBG, Columbia Broadcasting System, Inc.; WAUT, Evansville on the Air, Inc.; KIEL, Fisher's Blend Station, Inc.; WQER, Georgia School of Technology; KAXY, KEJR, KGKO Broadcasting Co.; WAXJ, Lamar Life Insurance Co.; KABF, McClatchy Broadcasting Co.; WABG, Memphis Publishing Co.; WAOE, Martin R. O'Brien; WBGM, Westinghouse Radio Stations, Inc.; KBTA, KBTB, Red River Broadcasting Co., Inc.; KTNK, WOAX, Inc.; WSMA, WSMC, WSMB, Inc.

Granted extension of following relay broadcast station licenses, upon a temporary basis only, pending receipt and/or determination upon applications for renewal of licenses, in no event later than February 1, 1945:

- WATB, Indianapolis Broadcasting, Inc.; KBQB, Edwin A. Kraft; WCBJ, Lehigh Valley Broadcasting Co.; WBAC, New Jersey Broadcasting Corp.; WAID, WAUQ, WGBE, WGBH, Onondaga Radio Broadcasting Corp.; WAIN, WEKH, Peoria Broadcasting Co.; WEOY, John M. Rivers; WAAR, Rockford Broadcasters, Inc.; KTSR, Tri-State Broadcasting Co., Inc.; WEND, WHPA, WHP, Inc.

The following stations were granted renewal of licenses for the period ending November 1, 1945:

- KGVO, Missoula, Mont.; KSCJ and auxiliary, Sioux City, Iowa; KSRO, Santa Rosa, Calif., and WDSU auxiliary only, New Orleans; KFBB, Great Falls, Mont.; WRR and auxiliary, Dallas Texas.

Licenses for the following stations were renewed for the period ending November 1, 1947:

- KGIR, Butte, Mont.; KIDO, Boise, Idaho; KILQ, Grand Forks, N. Dak.; WAKR, Akron, Ohio; WBNX, New York City; WHK, Cleveland, Ohio; WPAB, Ponce, P. R.; WQBC, Vicksburg, Miss.; WSYB, Rutland, Vt.; KARM, Fresno, Calif.; KBWD, Brownwood, Texas; KDFN, Casper, Wyo.; KGCX, Sidney, Mont.; KMED, Medford, Ore.; KSLM, Salem, Ore.; WALA, Mobile, Ala.; WBCM, Bay City, Mich.; WBNS and auxiliary, Columbus, Ohio; WEGO, N. C.; WMBG and auxiliary, Richmond, Va.; WSFA, Montgomery, Ala.; WWRL, Woodside, Long Island, N. Y.

The following licenses were further extended upon a temporary basis only, pending determination upon application for renewal, for the period ending no later than February 1, 1945:

- KDAL, Duluth, Minn.; KSWO, Lawton, Okla.; KVOA, Tucson, Ariz.; WAAF, Chicago; WCAX, Burlington, Vt.; WCLE, Cleveland; WCOF, Boston; WDEL, Wilmington, Del.; WIBG, Glenside, Pa.; WILM, Wilmington, Del.; WMRO, Aurora, Ill.; WMT, Cedar Rapids, Iowa; WOV and auxiliary, New York, N. Y.; WOWO, Ft. Wayne, Ind.; WNEW, main and auxiliary, New York City; WPEN, main and auxiliary, Philadelphia; WPRa, Mayaguez, P. R.

- WAYS—Inter-City Advertising Co., Charlotte, N. C.—Granted renewal of license for the period ending May 1, 1946.

MISCELLANEOUS

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

- The Evening News Publishing Co., Newark, N. J. (B1-PH-358); Greensboro Broadcasting Co., Inc., Greensboro, N. C. (B3-PH-360); The Valley Broadcasting Co., Steubenville, Ohio (B2-PH-357); Radio Station WMFR, Inc., High Point, N. C. (B3-PH-359).

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

- WJAC, Inc., Johnstown, Pa. (B2-PCT-93); Interstate Circuit, Inc., Dallas, Texas (B3-PCT-94); Radio Sales Corp., Seattle, Wash. (B5-PCT-95).

WFBM, Inc., Indianapolis, Ind.—Retained in pending file application for construction permit for new high frequency FM broadcast station (B4-PH-252).

WABI—Community Broadcasting Service, Bangor, Maine.—Granted modification of construction permit as modified, which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use, for extension of completion date from November 21 to December 21, 1944. (Action taken November 18) (B1-MP-1782)

Harold H. Thoms, Durham, N. C.—Denied petition for reconsideration and grant of his application for a new station to operate on **1580 kc.** with 250 watts, unlimited time.

APPLICATIONS FILED AT FCC

730 Kilocycles

NEW—Western Carolina Radio Corp., Shelby, N. C.—Construction permit for a new standard broadcast station to be operated on **730 kc.**, power of 250 watts, and daytime hours of operation.

910 Kilocycles

WABI—Community Broadcasting Service, Bangor, Maine—Modification of construction permit (B1-P-2349 as modified which authorized change in frequency, increase power, new transmitter and directional antenna for night use) for extension of completion date from 11-21-44 to 12-21-44.

NEW—Valley Broadcasting Association, Inc., McAllen, Texas—Construction permit for a new standard broadcast station to be operated on 910 kc., power of 1 KW., unlimited hours of operation and use of directional antenna day and night.

1240 Kilocycles

NEW—Mississippi Broadcasting Co., Inc., Jackson, Miss.—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 100 watts, and unlimited hours of operation. AMENDED to change frequency to 1400 kc.

1340 Kilocycles

NEW—John M. Spottswood, Key West, Fla.—Construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts, and unlimited hours of operation.

KMYR—F. W. Meyer, Denver, Colo.—Voluntary assignment of license to KMYR Broadcasting Company.

1490 Kilocycles

NEW—Air Capital Broadcasting Co., Inc., Wichita, Kan.—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—Raytheon Manufacturing Co., Waltham, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45500 kc., with coverage of 6,530 square miles.

NEW—The Baltimore Radio Show, Inc., Baltimore, Md.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45900 kc., with coverage of 5,500 square miles. AMENDED to change coverage to 19,135 square miles, change type of transmitter, move transmitter and changes in antenna.

NEW—Scripps-Howard Radio, Inc., Indianapolis, Ind.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46900 kc., with coverage of 8,400 square miles.

NEW—KVOX Broadcasting Co., Fargo, N. Dak.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44500 kc., with coverage of 5,800 square miles.

NEW—KHJ-FM—Don Lee Broadcasting System, Los Angeles, Calif.—Construction permit to change frequency from 44500 kc. to 43500 kc., specify coverage as 34,000 square miles, move transmitter and install new transmitter and antenna.

MISCELLANEOUS APPLICATIONS

NEW—The Regents of the University of New Mexico, Albuquerque, N. Mex.—Construction permit for a new non-commercial educational broadcast station to be operated on 42100 to 42900 kc., power of 250 watts and A3 emission.

NEW—Evansville on the Air, Inc., Glenwood, Ind.—Construction permit for a new developmental broadcast station to be operated on 43300 kc., power of 1 KW., and AO-FM 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.

Frigid Chemical Corp.—A complaint has been issued charging Frigid Chemical Corp., 420 Main St., Stroudsburg, Pa., and its president, Howard Y. Hodge, with misrepresentation of the properties and effectiveness of a so-called "antifreeze" solution designated variously as "Kant Freez," "Frigid" or "Frigid Anti Freez," advertised as being capable of preventing freezing in automobile radiators. (5248)

Langendorf United Bakeries, Inc., 1160 McAllister St., San Francisco, is charged in a complaint with disseminating advertisements which falsely represent that it has been appointed as the official baker for the Dionne quintuplets and that its Holsum brand bread is a part of their daily diet. (5250)

Health Institute, Inc.—A complaint has been issued charging 20th Century Health Institute, Inc., 742 South Hill Street, Los Angeles, and its officers, James G. Reynolds, president, and Anna F. Reynolds, secretary, with misrepresentation in connection with the interstate sale of books and courses of instruction on the subjects of diet and health. They advertise their books and courses in circular letters, newspaper and magazine advertisements and by other means. (5247)

Humania Hair Goods & Specialty Co., 303 Fourth Ave., New York, is charged in a complaint with disseminating false advertisements concerning certain cosmetic preparations and hair dyes he sells in interstate commerce. (5249)

CEASE AND DESIST ORDER

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

General Foods Corp., 250 Park Ave., New York, and three of its subsidiaries have been ordered to cease and desist from advertising and selling frozen rosefish fillets as "perch." The subsidiary corporations are Frosted Foods Sales Corp., 250 Park Ave., New York, and General Seafoods Corp. and 40-Fathom Fish, Inc., both of Boston. (4627)

STIPULATIONS

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

J. S. Hoffman Co., Inc., 179 Franklin St., New York, wholesale distributors of cheese and meat products, has stipulated to cease and desist from certain representations concerning its cheese products. The respondent agrees to cease, in the advertising, branding or labeling of its cheese, use of the coat of arms or other national emblem of Switzerland or any other country, or any simulation thereof, as a trade-mark, commercial label, advertisement or insignia for any commercial purpose, and from

designating as "White Cross Cured Swiss" any cheese not actually made or cured in Switzerland, or using the term "White Cross" or other term or symbol indicative of Switzerland or its national emblem so as to engender the belief that a Swiss cheese made in America by American curing methods is an imported commodity procured and cured in Switzerland or that it has the properties and qualities of Swiss-cured Swiss cheese. (3920)

Hollywood Fashions and Leon Brothers, 846 South Broadway, Los Angeles, entered into a stipulation to cease and desist from misrepresenting the fiber content of women's coats they sell in interstate commerce. (3926)

Kerk Guild, Inc., Whitesboro, New York, manufacturing and distributing storage boxes, wardrobe chests and cabinets, has stipulated to cease representing that any product not in fact composed wholly of cedar material is made of genuine cedarboard or cedar; from use of terms such as "Cedar," "Genuine Cedar Board" "Cedar-Kraft," "Genuine Red Cedar Closet Boxes" or like expressions as descriptive of its products, the sides, tops and bottoms of which are of any material not full-cedar. If the material is composed in substantial part of cedar and in part of other components, and the word "Cedar" is used to describe the cedar content only, then the company agrees that whenever the word "Cedar" appears it shall be immediately accompanied by words in type of equal size and prominence clearly indicating that the material does not consist wholly of cedar. (3924)

National Beauty Supply Co., 140 West 125th Street, New York, selling and distributing wigs, hair goods, and cosmetic preparations, has stipulated to cease representing that the business conducted by her is the world's largest or the largest all-colored or all-Negro hair goods company, that the hair pieces or creations sold by her are composed of the very best quality of human hair available or that the product heretofore offered for sale by her as Esther's Miracle Vio-Sun-Ray Growth Promotor promotes or aids in promoting growth of hair by stimulation of the scalp, or helps greatly or in any degree to stop falling or breaking hair, contains food values for the scalp or includes vitamin A; that it causes hair to grow six inches within a few months or at all, and from use of the term "Vio-Sun-Ray" and "Growth Promotor" as part of the trade designation or any like expressions tending to convey the belief that growth of hair will be promoted by it. (3923)

Normax Products, Inc., 12213 Euclid Ave., Cleveland, Ohio, has entered into a stipulation to discontinue misrepresenting the therapeutic properties of a medicinal preparation called "Normadex." (3929)

Penfield Petroleum Products, Inc., 136-30-38th Avenue, Flushing, New York, selling and distributing motor oils, has entered into a stipulation in which it agrees to cease representing by use of the phrases "100% Penna." "100% Pennsylvania Motor Oil," or other representation of like meaning that its motor oil consists wholly of Pennsylvania motor oil, until all oils sold under such representation shall consist wholly of Pennsylvania oil; using the word "Penfield" as part of its corporate or trade name unless all oils sold under such name consist wholly of Pennsylvania oil, and using the seal of the Pennsylvania Crude Oil Association on containers or in any sales promotional material unless, and until, it shall actually be a member of such Association and authorized by the Association to use the seal. (3922)

P. D. G. Products, Inc., High Point, North Carolina, selling and distributing medicinal preparations designated "Dr. Foster's L-K" and "Kolron" represented as cures for acid indigestion and other organic disturbances, has stipulated to cease representing that Dr. Foster's L-K will have a beneficial effect in the treatment of stomach disorders and certain other ailments, or that it possesses therapeutic properties in excess of those of an irritant cathartic; or that Kolron will cure a cold or have a beneficial effect in the treatment of bronchial irritations. (03239)

Stroelmann Brothers Co., operating bakeries in Williamsport, Altoona, Norristown and Harrisburg, Pa., and Olean, N. Y., stipulated that it will discontinue certain misrepresentations in connection with the interstate sale of bread. (3928)

United Paperboard Company, 285 Madison Avenue, New York, manufacturing and distributing pulpboard, has stipulated to cease and desist from certain misrepresentations of its products. According to the stipulation, a thin cardboard composed of 40% cedar pulp and 60% paper, impregnated with cedar oil and with imitation cedar graining printed thereon to simulate real cedar wood, has been designated and invoiced by it as "Cedarboard" and "Cedar Board," thereby placing in the hands of others the means to misrepresent to purchasers that such material is composed wholly of genuine cedar. (3925)

Vermont Woolen Mills, Inc., 225 West 34th Street, New York, selling and distributing wool batting, has stipulated that it will cease the use of the word "Mills" as part of its corporate or trade name, and also cease representing that it has a mill at Springfield, Vermont. It further agrees to discontinue use of the word "Mills" or "Mill" or other words of similar connotation so as to convey the belief that it actually owns and operates or directly controls the mill or mills in which the products offered for sale by it are made. (3921)