

# Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

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WASHINGTON 6, D. C.

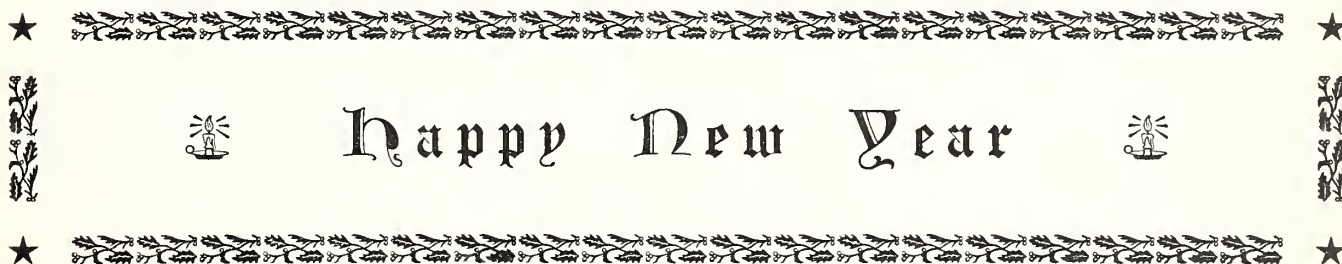
Vol. 12, No. 52, December 29, 1944



"We are now looking at January 1, the first sheet on our desk calendar for the year 1945. Twenty-five years ago radio was sending its feeble impulses through the air in a modest bid for public attention. Few men at that time envisioned the greatness which has since matured for this miracle of communication. No one could have predicted the warmth and enthusiasm with which it was to be taken into the hearts and minds of the American people. Through unanimous public acceptance, radio has developed into an instrument for great good. It is more than a medium of mass communication; it is a medium for mass accomplishment.

"Radio's Twenty-fifth Anniversary year has been pledged to Victory! As each day dawns, let us renew that pledge, for surely we must count that day lost which has not seen the power and influence of our medium devoted to an increased war effort. It is our trust, the call of our destiny in these critical hours to inspire the energies of every American toward the winning of the war and the reward of peace."

J. HAROLD RYAN.





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### 33,100,000 RADIO FAMILIES AT JANUARY 1

The NAB Research Committee has completed its annual estimate of the number and distribution of radio sets in the United States. The work of the committee was facilitated by the surveys of the Office of Civilian Requirements, War Production Board, during the war period. The latest of these surveys which was performed for the OCR by the Bureau of the Census was conducted April 17-22, 1944. This survey showed that 90% (89.910) of families in the United States own at least one radio. This percentage applied to the Bureau of the Census estimate of 36,783,000 families at January 1, 1945, resulted in a figure of 33,100,000 radio families. It is considered by the Research Committee that there has not been a material change in the percentage of radio ownership since the date of the OCR survey.

The figure of 33,100,000 radio families indicates that radio has not only maintained but increased its effectiveness as an advertising medium despite the war time shortages of tubes and repair parts. England, Ireland and Canada have recently reported similar experiences in the expansion of radio families, issuance of radio receiving set licenses in those countries producing positive count of radio receiving equipment.

Total radio receiving sets in the country were estimated at 59,000,000. "Extra sets" in homes, sets in places of business, institutions, etc., account for 17,150,000 and auto sets number 8,750,000. These figures added to the 33,100,000 radio families comprise the 59,000,000 total.

The Research Committee estimate indicates that a million radio sets have been retired from use since January 1, 1944. These are sets which have been discarded because of the complete unavailability of the repair parts needed or because the cost of repair was not considered economic. Portable battery sets have been temporarily retired because batteries to power them are not being produced.

The number of "extra sets" in homes has been affected by a redistribution to new families. Since the census of 1940 there has been an increase in the number of U. S. families of 1,960,000. These new families are composed of individuals breaking away from old family units and setting up a family establishment separately; couples marrying and establishing a new home, individuals establishing separate homes and during the war time period the tremendous number of individuals moving into new localities and establishing homes while engaged in war work. In these instances of new families being established, OCR surveys have found that their radio ownership is essentially the same as that for the older established families. This has been maintained apparently by drawing upon "extra sets" in homes. The older folks in the family presenting the newlyweds with one of the "extra sets," or daughter taking an "extra set" to her living quarters in the distant aircraft manufacturing center.

The 250,000 decline in the number of auto radios is readily explained by the decrease in the number of pas-

senger automobiles in use and to a lesser extent the conversion of auto radios for home use.

The OCR survey conducted last April indicated that eight percent of radio families had no radio in working order. This represented a decrease in the out-of-order percentage from the November 1943 OCR survey. The additional radio tube and farm radio battery production for civilian use from November 1943 to April 1944 accounted for this decrease. The production schedules on these items set up by the WPB for the period April 1944 to January 1, 1945, indicate that this percentage should have been further reduced. The normal out-of-order experience of 2 to 4 per cent will be attained when full production of tubes and parts for civilian use is reached and radio set production is resumed.

### BROADCAST MEASUREMENT BUREAU INCORPORATED

Bearing signatures of Harold Ryan, NAB President; Fred Gamble, AAAA President; and Paul West, ANA President, the Articles of Incorporation of the Broadcast Measurement Bureau have been filed with the Secretary of State of Delaware. This marks the culmination of the plans formulated as a result of the unanimous action of the membership at the War Conference in Chicago in August for the organization of an agency to standardize material on station circulation. The Board of BMB, consisting of six representatives from each of the participating organizations (NAB, AAAA, and ANA), will meet at an early date to complete the details of organization.

### SELECTIVE SERVICE AND RE-EMPLOYMENT

The recent announcement of Justice Byrnes, Director of War Mobilization and Reconversion, is likely to result in some serious manpower problems on the part of broadcasters. Justice Byrnes announced that after consultation with representatives of the Army, Navy, WMC and Selective Service he had requested the Director of Selective Service to amend the regulations to provide for the calling of additional men in the higher age groups into the armed services to replace men released by the Army and Navy to man critical war programs.

The Director pointed out that in addition to the veterans returning to civil jobs at his insistence, the Army and Navy had already released several thousand men to fill in part the existing manpower shortage in critical war plants and that the demands for such releases are increasing. He further pointed out that the tremendous numbers now actually engaged on the fighting fronts has increased the requirement for physically fit soldiers. In order that these men may be replaced the Director said that he deemed it necessary to increase the number of calls by Selective Service of men between the ages of 26 and 37 who are not now doing their part to contribute to the war effort.

General Hershey, Director of Selective Service, has notified all local boards to re-examine the classification and availability of all men in this age group.

The status of radio broadcasting as an essential activity is in no way affected. NAB has issued in the past two years a total of 22 bulletins relating to the status of broadcasting under selective service. The particular attention of members is called to Selective Service Handbook Supplement No. 22, of May 16, 1944. This bulletin, a limited number of extra copies of which are available upon request, outlines the present status of broadcasting under selective service. Station managers in filing claims for deferment should be extremely careful to follow the procedure outlined in Selective Service Handbook Supplement No. 9.



Still another matter in connection with selective service has to do with the re-employment of discharged veterans. In Re-Employment Bulletin No. 1, issued on June 9, complete information with respect to the obligations of employers under the Selective Service and Training Act of 1940 is outlined and the various types of discharge papers are described. Several instances have come to the attention of NAB headquarters where station managers have not been as careful in making inquiry of the applicant's former employer (the Army or Navy) as to qualifications of applicants as they should have been. In employing returned veterans the station manager should carefully examine discharge papers and satisfy himself that the applicant has had an acceptable service record.

## FM STATIONS JOIN NAB

President Ryan communicated to the managements of all FM licensed stations a cordial invitation to affiliate with NAB. Prior to this invitation seven FM stations had been in active membership. Three additional FM stations have thus far sent in their applications. Among these is WMFM operated by the *Milwaukee Journal* which also re-affiliated WTMJ. Walter Damm, manager of these two stations, and also President of FMBI, in writing Harold Ryan said:

"I think submission of our application at this time speaks for itself. It should settle among many people the perennial argument that this organization (or myself personally) is attempting to make FMBI the overall trade association. Our position in that has been made clear several times and I do not believe it will do any harm to reiterate it.

"FMBI has a job to do during the formative stage of this new service, just as the TBA has a job to do. Neither of these jobs can be done by the NAB as the overall trade association. The NAB has a big task before it and can be of material help to all engaged in the radio industry. We sincerely hope that in doing that job it will prosper."

It is confidently expected that many more FM stations will avail themselves of the services and facilities of NAB. Anything members can do to encourage membership of FM, as well as AM and television, stations will be timely.

## TWENTY-FIFTH ANNIVERSARY NETWORK COMMITTEE APPOINTED

Appointment of representatives of the four major networks to serve as a committee on the network observance of Radio's Twenty-fifth Anniversary throughout 1945 was announced today by Harold Ryan, NAB President.

Dr. Frank Stanton, Vice-Pres., CBS, New York; Robert D. Swezey, Vice-Pres. and Asst. General Mgr., Mutual, New York; Frank E. Mullen, Vice-Pres. and General Mgr., NBC, New York; and Mark Woods, President, Blue, New York, have been asked by Ryan to determine general network policy and correlate the activities of programming, advertising, publicity and promotion, sales, public relations and station relations during the Anniversary year.

Appointment of the committee was recommended on December 12 in New York when twenty representatives of the four major networks met to discuss plans for radio's Silver Anniversary observance, which has been "Pledged to Victory!" in 1945.

The network committee will meet in January and will be asked to join soon thereafter in a discussion of Anniversary activities with the NAB Public Relations Executive Committee, which is in charge of industry planning for the year.

## BMI "XXV" RECORDINGS ON THE WAY!

Merritt Tompkins, Vice President and General Manager of Broadcast Music, Inc., announced this week that the

recording of "XXV," Radio's 25th Anniversary Musical Signature, had been made and pressings are being shipped to all BMI licensed stations. Under present holiday conditions, it is not possible to promise the delivery of this recording prior to December 31. If it should arrive in time, one of the cuts on the record may be used for the midnight announcement, December 31.

The recording is designed for use throughout the year and contains seven cuts, three with voice and four with music only. We are indebted to BMI for its service to the industry in providing these recordings free to all stations. Stations not licensed by BMI may obtain a disc free and the right to use it simply by writing or wiring Broadcast Music, Inc., 530 Fifth Avenue, New York 19, New York.

## "XXV" MUSICAL SIGNATURE GETS DEBUT ON ARMY HOUR

The "XXV" musical signature for Radio's Twenty-fifth Anniversary has been arranged to introduce the portion of The Army Hour, NBC, Sunday, December 31, 3:30 P.M., EWT, which will be given over to recognition of broadcasting's Silver Anniversary.

The original score was obtained from BMI, licensing agent for NAB, this week in New York.

## SET 37 OVERSEAS SHOWS FOR JANUARY

Activities on the western front and measures taken by the government on the home front should spur Task Force Commanders to early completion of "Let's Go to Town" assignments. The need is urgent and we're behind schedule.

### Shipments

Three programs for global broadcast have been shipped to Armed Forces Radio Service since last Thursday by:

Stanley W. Barnett, WOOD, Grand Rapids

Joseph Baudino, KDKA, Pittsburgh

Quincy A. Brackett, WSPR, Springfield, Mass.

### New Allocation

North Platte, Neb., John Alexander, KODY, Task Force Commander.

### January Production

Thirty-seven (37) "Let's Go to Town" programs are scheduled for January as follows:

#### DISTRICT I

<i>Task Force Commander</i>	<i>Production Area</i>
Harold Fellows—WEEI	Boston (2)
C. P. Hasbrook—WCAX	Burlington

#### DISTRICT II

Harold Smith—WABY	Albany
Michael Hanna—WHCU	Ithaca
A. E. Spokes—WJTN	Jamestown
Arthur Hayes—WABC, Chairman	New York City (3)
Gunnar Wiig—WHEC	Rochester
E. R. Vadeboncoeur—WSYR	Syracuse
Dean Andrews—WTTM	Trenton

#### DISTRICT III

George D. Coleman—WGBI	Scranton-Wilkes-Barre
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#### DISTRICT IV

Howard L. Chernoff—WCHS	Charleston, W. Va.
B. T. Whitmire—WFBC	Spartanburg-Greenville
Fred Shawn—WRC	Washington, D. C.

## DISTRICT VI

<i>Task Force Commander</i>	<i>Production Area</i>
Roy Dabadie—WJBO	Baton Rouge
B. G. Robertson—KTBS	Shreveport

## DISTRICT VII

J. L. Bowden—WKBN	Youngstown
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## DISTRICT IX

William E. Hutchinson—WAAF	Chicago (2)
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## DISTRICT X

John Alexander—KODY	North Platte
John Tinnea—KWK	Saint Louis (2)
Dietrich Dirks—KTRI	Sioux City

## DISTRICT XI

P. J. Meyer—KFYR	Bismarck
Walter C. Bridges—WEBC	Duluth
A. E. Joscelyn—WCCO	Minneapolis
Gene P. Loffler—WNAX	Yankton-Sioux Falls

## DISTRICT XII

Ben Ludy—WIBW	Topeka
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## DISTRICT XIII

Martin B. Campbell—WFAA-KGKO	Dallas
Karl O. Wyler—KTSM	El Paso
George Cranston—WBAP-KGKO	Fort Worth
Hugh A. L. Half—WOAI	San Antonio

## DISTRICT XIV

Maxson I. Bevans—KGHF	Pueblo
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## DISTRICT XVII

W. B. Stuh—KOMO	Seattle
Verne E. Sawyer—KMO	Tacoma

## BIG RESPONSE TO WIOD BOND SHOWS

During the 6th War Loan Jim LeGate, general manager, WIOD, Miami, wrecked one adding machine in keeping account of sales resulting from promotions in which staff members participated. Says Jim:

"Bond sales at WIOD's War Bond Stage, located on a truck in front of Burdine's Department Store in downtown Miami, netted a record total of \$485,000 for the first eleven days of the Sixth War Loan Drive. Due to congested traffic in front of Burdine's, we took only eleven days.

"The stage, sponsored each day by a different organization, auctioned off merchandise and services, the most unusual being pints of blood donated by members of the Frolic Club to be bought by persons unable themselves to give blood. These 'donor by proxy' sales totaled \$17,775. Tony Pastor and his orchestra entertained the crowds on Saturday, December 2, while the 'blood by proxy' auction was in full swing.

"The WIOD 'Merriemen', staff orchestra, performed on the bond stage November 21, and, on that day, the bonds totaled \$11,975.

"Robert Fidler, WIOD, program director, appeared with Danny Kaye, night club entertainer and Hollywood movie star, at the Lincoln Theatre, Miami Beach, December 6. Bond sales totaled \$713,700.

"John Harvey, WIOD announcer, was Master of Ceremonies at the M & M Cafeteria '\$1,000 Bond Dinner' with entertainment that included two WIOD singers, John Hale and Tony Sharabba, and the WIOD 'Merriemen', staff orchestra. Bonds totaled \$750,000 for the event."

## PRESIDENT EXTOLS ADVERTISING

In a letter to Harold B. Thomas, Chairman of the War Advertising Council, President Roosevelt extolled the work of the Council and the contribution which advertising has made to the war effort as follows:

"Thank you for calling my attention to the statement of the War Advertising Council, which sets forth your plans to continue your work into the reconstruction and post-war periods.

"Your organization has performed splendidly in achieving its patriotic purpose of 'mobilizing the forces of advertising to assist in winning the war.' The voluntary contribution made by advertising men and women under the Council's leadership has been of notable assistance to the government's wartime information programs. I am informed that nearly a billion dollars worth of advertising has been contributed to war programs since Pearl Harbor. This large-scale aid from American business has helped our people keep informed of the need to buy war bonds, prevent inflation, donate blood and otherwise play their part in the war.

"The need for this wartime aid will continue until the last shot is fired. I cannot emphasize this point too strongly. Those who are assisting in bringing information to the people have a responsibility to help prevent any letdown on the home front.

"And after the war, there will be many critical natural problems requiring the understanding and cooperation of every American. It is vitally important that the working partnership between business and government, which has so successfully brought information to the people in wartime, continue into the post-war period.

"I am, therefore, most gratified to learn that the Council plans to continue its public service, and I hope your work will receive the unqualified support of businessmen throughout the nation."

## NAVY THANKS BROADCASTERS

Rear Admiral A. S. Merrill, U. S. N., Director of the Office of Public Relations of the Navy Department, has written President Ryan an expression of his appreciation of the contributions which NAB and the stations have made to the Navy program during the past year. His letter follows:

"The year 1944 has seen the United Nations make great strides toward the ultimate victory, for which we are all striving. During this eventful year, the National Association of Broadcasters and its many member stations have assisted the Navy both in telling its story and in procuring personnel.

"I wish to take this opportunity of thanking you, your staff and membership for your cooperation during 1944, and to extend to all hands best wishes for a Merry Christmas and a New Year that will bring us closer to our ultimate goal."

## CORRESPONDENTS PLAN DINNER

The Radio Correspondents Association, embracing radio writers and commentators in the National Capital and elsewhere, is perfecting plans for its annual dinner. This year's affair will be on a much larger scale than previous observations. Some 300 persons high in the official life of Washington have been invited. The affair will be held on January 13 at the Statler Hotel.

NAB is cooperating with the Radio Correspondents Association and the networks and Washington stations in staging this dinner.

Earl Godwin, Blue Network commentator, is President of the Association; William Costello, CBS, is Chairman of the Committee on General Arrangements. The Committee on Hotel Arrangements is headed by Claude Mahoney, CBS; William McAndrew, NBC, is chairman of the Invitations Committee, while the Entertainment Committee is headed by Robert S. Wood, CBS.



## NAB INVESTIGATING DAMAGE TO TRANSMITTING TUBES IN TRANSIT

Several complaints have reached NAB reporting careless handling of transmitting tubes in shipment resulting in damage to the tubes and consequent loss of vital war materials. The NAB Engineering Department is now making a study of this problem for the purpose of determining what corrective measures may be taken.

It will be very helpful to receive full information from all stations who have experienced damage to tubes while in transit within recent months. Please state your experience in securing satisfactory settlement of damage claims from the carrier. Kindly address correspondence to the NAB Engineering Department.

## TURKEY TO ADD STATIONS

Construction of four new radio broadcasting stations in Turkey and enlargement of the existing station at a cost of \$4,230,800 has been authorized by the National Assembly, according to the Department of Commerce.

There have been many complaints that the existing station at Ankara cannot be heard clearly in other parts of the country.

## 1944 INDEX

This is the final issue of the Volume XII (1944) NAB REPORTS. A complete cumulative index of these REPORTS will be published in separate form and mailed with next week's REPORTS. Those stations which make a policy of binding the REPORTS should, therefore, delay sending them to the binder until this index is received.

## Federal Communications Commission Docket

## HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, January 1. It is subject to change.

### Tuesday, January 2

KOB—Albuquerque Broadcasting Co., Albuquerque, New Mexico.—Modification of C.P. 770 kc. 50 KW., unlimited.

KOB—Albuquerque Broadcasting Co., Albuquerque, New Mexico.—License to cover C.P. (B5-P-2783) as modified and authority to determine operating power by direct measurement.

## Federal Communications Commission Action

## APPLICATIONS GRANTED

WJEF—Fetzer Broadcasting Co., Grand Rapids, Mich.—Granted modification of construction permit which authorized a new station, for extension of completion date from December 31/44 to March 31/45 (B2-MP-1785), subject to the condition that permittee take proper measures to insure operation within the frequency tolerance permitted by the Commission's rules and will install an approved frequency monitor when the Commission determines that such monitors are available.

KIUL—Frank D. Conard, tr/as Radio Station KIUL, Garden City, Kans.—Granted license to cover construction permit which authorized increase in power from 100 to 250 watts, and make changes in transmitting equipment. (B4-L-1845)

KSUB—Southern Utah Broadcasting Co., Cedar City, Utah.—Granted license to cover construction permit which authorized changes in equipment and increase in power from 100 to 250 watts. (B5-L-1844)

WBRK—Monroe B. England, Pittsfield, Mass.—Granted authority to determine operating power by direct measurement of antenna power. (B1-Z-1646)

W4XAJ—The Atlanta Journal Co., Portable, Area of Atlanta, Ga.—Granted license to cover construction permit for new developmental broadcast station to be used in the area of Atlanta; frequencies to be assigned by the Commission's chief engineer from time to time; power: 700 watts. The license is granted upon an experimental basis only and upon express condition that it is subject to change or cancellation by the Commission at any time without advance notice or hearing if in its discretion the need for such action arises. Nothing contained herein shall be construed as a finding by the Commission that the operation of this station on the frequency authorized is or will be in the public interest beyond the express terms hereof. (B3-LEX-19)

KSAM—W. J. Harpole and J. C. Rothwell, d/b as Radio Station KSAM, Huntsville, Texas.—Granted modification of license to change hours of operation from daytime to unlimited. (B3-ML-1208)

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—Granted renewal of license for the regular period.

W2XMT—Metropolitan Television, Inc., New York, N. Y.—Granted modification of construction permit which authorized new experimental television broadcast station, for extension of completion date only, from Dec. 31/44 to March 31/45. The construction permit was granted upon an experimental basis only, conditions.

K7XSB—August G. Hiebert, Fairbanks, Alaska.—Granted extension of authority for the period ending June 30, 1945, to operate Class I Experimental station as a relay broadcast station for the transmission of programs to the United States; frequencies, 9135, 12862.5 and 17310 kc.; 500 watts; conditions.

KFBC—W. A. Corson (Transferor), The Cheyenne Newspapers, Inc. (Transferee); Frontier Broadcasting Co. (Licensee), Cheyenne, Wyo.—Granted consent to acquisition of control of Frontier Broadcasting Co., licensee of station KFBC (Comrs. Durr and Walker voting for hearing), by The Cheyenne Newspapers, Inc., for the consideration of \$2,275 for 175 shares, or 7% of the outstanding capital stock of licensee. (B5-TC-418)

WGRC—Northside Broadcasting Corp., Louisville, Ky.—Granted petition in part to reinstate application for construction permit (Docket 6052) and ordered that the application be designated for further hearing to be consolidated with conflicting application of WKPT, Kingsport Broadcasting Co., Kingsport, Tenn. (Docket 6249), upon the issues relating to conformity with Commission's Supplemental Statement of Policy of January 26, 1944. Adopted order denying petition of WGRC to intervene in Docket 6249, and ordered that the application of WKPT be consolidated with Docket 6052.

WMPS—Memphis Publishing Co. (Transferor), WMPS, Inc. (Transferee), Memphis Broadcasting Co. (Licensee), Memphis, Tenn.—Granted consent to transfer control of Memphis Broadcasting Co., licensee of station WMPS, from Memphis Publishing Co. to WMPS, Inc., a wholly owned subsidiary of Plough, Inc., for a consideration of \$350,000, in order to comply with Commission's multiple ownership rule. (Comr. Durr voting for hearing.)

WKIP—Poughkeepsie Broadcasting Corp. (Assignor), Poughkeepsie Newspapers, Inc. (Assignee), Poughkeepsie, N. Y.—Granted consent to voluntary assignment of license of station WKIP from Poughkeepsie Broadcasting Corp. to Poughkeepsie Newspapers, Inc. No monetary consideration involved. (B1-AL-459)

KSWO—Willard Carver and Byrne Ross (Assignors), Byrne Ross and R. H. Drewry, d/b as KSWO Broadcasting Co. (Assignees), Lawton, Okla.—Granted consent to voluntary assignment of license of station KSWO from Willard Carver and Byrne Ross to Byrne Ross and R. H. Drewry, d/b as KSWO Broadcasting Co., for the sum of \$17,500 cash for

50% interest. This is a newly formed partnership in which each partner's interest therein is equal. (B3-AL-457)

**KSKY**—Chilton Radio Corp. (Assignor), SKY Broadcasting Service, a partnership composed of A. L. Chilton, Leonore H. Chilton, and James Ralph Wood (Assignees), Dallas, Texas.—Granted consent to voluntary assignment of license of station KSKY from Chilton Radio Corp. to SKY Broadcasting Service, a partnership composed of A. L. Chilton, Leonore H. Chilton and James Ralph Wood, a newly formed partnership, changing licensee from a corporation to a partnership. (B3-AL-455)

**WEEU**—Clifford M. Chafey, Harold O. Landis, Harry S. Craumer and Raymond A. Gaul (Transferors), George J. Feinberg, Joseph M. Nassau and Milton J. Hinlein (Transferees), Berks Broadcasting Co. (Licensee), Reading, Pa.—Granted consent to transfer of control of Berks Broadcasting Co., licensee of station WEEU (Comr. Durr voting for hearing), from Clifford M. Chafey, Harold O. Landis, Harry S. Craumer, and Raymond A. Gaul, to George J. Feinberg, Joseph M. Nassau, and Milton J. Hinlein, for a consideration of \$210,000, representing 1000 shares or 100% of the outstanding capital stock of licensee, in order to comply with Commission Order 84-B. (B2-TC-404)

### LICENSE RENEWALS

The following stations were granted renewal of licenses for the period shown:

For period ending November 1, 1947: KSO, Des Moines, Iowa; WCOA, Pensacola, Fla.; WSPD, Toledo, Ohio; WTSP, St. Petersburg, Fla.

For the period ending November 1, 1945: WOOD and auxiliary, Grand Rapids, Mich.; WXYZ and auxiliary, Detroit, Mich.

For the period ending May 1, 1947: WCOP, Boston, Mass.

### DESIGNATED FOR HEARING

**WLOL**—Independent Merchants Broadcasting Co., Minneapolis, Minn.—Designated for hearing application for construction permit to increase power from 1 to 5 KW, install new transmitter, and change directional antenna for day and night use. (B4-P-3737)

### MISCELLANEOUS

**WFBM**—WFBM, Inc., Indianapolis, Ind.—Granted petition insofar as it requested leave to intervene in the hearing on the application of Courier Broadcasting Service, Inc., for new station at Birmingham, Ala. (which hearing is consolidated with Magic City Broadcasting Co., Docket 6679, Patterson Broadcasting Service, Docket 6680, and Thomas N. Beach, Docket 6681); dismissed petition insofar as it requested enlargement of the issues to be determined in the hearing on Courier Broadcasting Service, Inc. (Docket 6682)

**Ronald B. Woodyard, Utica, N. Y.**—Granted petition for leave to amend application for construction permit, so as to specify a new and different transmitter (Docket 6683), and application as amended was retained on the hearing docket.

**Utica Observer-Dispatch, Inc., Utica, New York.**—Granted petition for leave to intervene in the consolidated hearings on the applications of Utica Broadcasting Co., Inc., Utica, N. Y., for construction permit (Docket 6140) and Ronald B. Woodyard, Utica, N. Y., for construction permit (Docket 6683).

**WGTM**—Penn Thomas Watson, Wilson, N. C.—Granted motion for continuance of hearing now scheduled for January 8, 1944, in the matter of modification of license of Radio Station WGTM in Docket 6692, and Durham Broadcasting Co., Inc., for new station at Durham, N. C.; hearing continued to March 8, 1945.

At the same time the Commission granted the following applications: Charles P. Blackley (B2-P-3285, Docket 6215), for new station at Staunton, Va., to operate on 1400 kc., 250 watts, unlimited time; Charles Barham, Jr., and Emmalou Barham, d/b as Barham & Barham, Charlottesville, Va., for modification of license to operate Station WCHV on 1240 kc., 250 watts, unlimited time (Docket 6564); Fredericksburg Broadcasting Corp., Fredericksburg, Va., to operate Station WFVA on 1230 kc., 250 watts, unlimited time (Docket 6565); Thomas G. Tinsley, Jr., for new station at Richmond, Va., to operate on 1450 kc., 250 watts, sharing

time with Station WBBL, Richmond, Va. (B2-P-2644); Grace Covenant Presbyterian Church, Richmond, Va., to operate Station WBBL on 1450 kc., 250 watts, during the following hours: On Sundays only from 11 a. m. to 12:15 p. m., and from 8 p. m. to 9 p. m., EST (B2-P-3638); and Southside Virginia Broadcasting Corp., for new station at Petersburg, Va., to operate on 1240 kc., 250 watts, unlimited time; these applications are granted subject to the January 26 policy of the Commission, and subject further to the condition that Tinsley, WBBL and Southside Virginia Broadcasting Corp. shall file specifications of equipment for 250 watt operation to be approved by the Chief Engineer.

**WBAX**—John H. Stenger, Jr., Wilkes-Barre, Pa.—Set for further hearing the applications of Wilkes-Barre Broadcasting Corp. (Docket 6135), Central Broadcasting Co. (Docket 6169), Northeastern Pennsylvania Broadcasters, Inc. (Docket 6170), and Key Broadcasters, Inc. (Docket 6171), for construction permits for new stations at Wilkes-Barre, Pa., to be consolidated with a hearing on the application of John H. Stenger, Jr., for a regular license for Station WBAX.

**WPAG**—Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—Granted modification of construction permit, which authorized a new station, for approval of antenna and approval of transmitter and studio locations at Maple and Scio Church Roads, near Ann Arbor, and 3rd floor, Hutzel Bldg., Main and East Liberty, Ann Arbor, respectively. (B2-MP-1779)

**WSYR**—Central New York Broadcasting Corp., Syracuse, N. Y.—Granted motion requesting 60-day continuance of hearing on application for construction permit, now scheduled for December 21, and continued same to February 21, 1945.

**WBAC**—New Jersey Broadcasting Corp., area of Jersey City, N. J.—Cancelled license of relay broadcast station at request of applicant. (B1-RRY-180)

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:

Washtenaw Broadcasting Co., Ann Arbor, Mich.; Airfan Radio Corp., Ltd., San Diego, Calif.; Santa Catalina Island Co., Avalon, Calif.; Blue Network Co., Inc., San Francisco; Thomas Patrick, Inc., St. Louis, Mo.; Harbenito Broadcasting Co., Inc., Harlingen, Texas; The Metropolis Co., Jacksonville, Fla.; Quincy Newspapers, Inc., Quincy, Ill.; Union-Tribune Pub. Co., San Diego, Calif.; Marcus Loew Booking Agency, Washington, D. C.; The Out West Broadcasting Co., Colorado Springs, Colo.

The Regents of the University of New Mexico, Albuquerque, N. Mex.—Placed in the pending files application for new non-commercial educational broadcast station, in accordance with Commission's policy of February 23, 1943.

### APPLICATIONS FILED AT FCC

#### 910 Kilocycles

**WABI**—Community Broadcasting Service, Bangor, Maine—License to cover construction permit (B1-P-2349 as modified) for change in frequency, increase power, installation of new transmitter and directional antenna for night use.

**WABI**—Community Broadcasting Service, Bangor, Maine—Authority to determine operating power by direct measurement of antenna power.

#### 970 Kilocycles

**NEW**—Texoma Broadcasting Co., Wichita Falls, Texas—Construction permit for a new standard broadcast station to be operated on 970 kc., power of 1 KW and daytime hours of operation.

#### 1160 Kilocycles

**WJJD**—WJJD, Inc., Chicago, Ill.—Transfer of control of licensee corporation from Marshall Field to Field Enterprises, Inc. (15,000 shares common stock—100%).

#### 1230 Kilocycles

**WKVM**—American Colonial Broadcasting Corp., Arecibo, P. R.—Modification of construction permit (B-P-3564 which authorized a new standard broadcast station) for approval of antenna and transmitter and studio sites. Amended: re change in studio site.



### 1360 Kilocycles

WSAI—Marshall Field, Cincinnati, Ohio—Voluntary assignment of license to Buckeye Broadcasting Company.

### 1450 Kilocycles

NEW—Standard Life Broadcasting Co., Meridian, Miss.—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation.

NEW—Mitchell G. Meyers, Ruben E. Aronheim & Milton H. Meyers, Brocton, Mass.—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation.

### 1550 Kilocycles

NEW—Commodore Broadcasting, Inc., Springfield, Ill.—Construction permit for a new standard broadcast station to be operated on 1550 kc., power of 250 watts and unlimited hours of operation.

### FM APPLICATION

NEW—Memphis Publishing Co., Memphis, Tenn.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48100 kc. with coverage of 19,640 square miles.

### TELEVISION APPLICATION

NEW—Maryland Broadcasting Co., Baltimore, Md.—Construction permit for a new commercial television broadcast station to be operated on Channel #3 (66000-72000 kc.).

### MISCELLANEOUS APPLICATIONS

WBKY—University of Kentucky, Beattyville, Ky.—Modification of construction permit (B2-PED-30 which authorized move of transmitter, increase in power, change of emission) for changes in antenna system and extension of completion date.

W1XMR—Matheson Radio Co., Inc., Boston, Mass.—Modification of construction permit (B1-PEX-45 which authorized a new developmental broadcast station) for approval of transmitter site and specify frequencies of 49900 and 99800 kc.

WNYD—City of New York, Municipal Broadcasting System, area of New York, N. Y.—License to cover construction permit (B1-PRY-296) for a new relay broadcast station.

WNYG—City of New York, Municipal Broadcasting System, area of New York, N. Y.—License to cover construction permit (B1-PRY-297) for a new relay broadcast station.

KNBC—National Broadcasting Co., Inc., near Dixon, Calif.—License to cover construction permit (B5-PIB-58) for a new international broadcast station.

NEW—National Broadcasting Co., Inc., near Dixon, Calif.—License to cover construction permit (B5-PIB-57) for a new international broadcast station.

NEW—Georgia School of Technology, Atlanta, Ga.—Construction permit for a new developmental broadcast station to be operated on 47500 kc., power of 1KW and special emission for FM.

## Federal Trade Commission Docket

### COMPLAINT

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

Emily A. Bates, 20 Park Avenue, New York, is charged in a complaint with misrepresentation in connection with the sale of a book entitled "Perfect Sight Without Glasses." (5262)

### STIPULATIONS

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

Acqua-Pruf, Inc., 786 Broad Street, Newark, N. J., entered into a stipulation to discontinue certain representations in connection with the sale of products for use as an additive in the preparation of, or as an application on, concrete. (3946)

O. H. Adams Co., 2018 East Thomas Avenue, Milwaukee, entered into a stipulation to discontinue certain representations in connection with the sale of fire extinguishing products designated "Bomb-Quench" and "Adams' Dry Chemical Fire Extinguisher." (3937)

Alvox Laboratories and as Aborn Exterminating Co., 667 Bergen Street, Newark, N. J., stipulated that he will cease and desist from representing that Alvox Roach Powder is manufactured by him or that he owns and operates or directly and absolutely controls the factory where the powder is made; and from use of the word "laboratories" as part of his trade name or in any manner to imply that he maintains a laboratory. (3936)

Colony House, Inc., operating a retail furniture store at 4244 Connecticut Avenue, Washington, D. C., stipulated that in connection with the sale of furniture, it will cease and desist from:

(1) Describing as "genuine solid mahogany" or "solid mahogany" any piece of furniture which is not of mahogany wood in its entirety. If the term "solid mahogany" be correctly used to describe only the exposed parts of an article, then in such case it shall be immediately accompanied by words in type of equal size and prominence clearly indicating that the article is not composed entirely of mahogany wood.

(2) Using the unqualified word "mahogany" to describe an article with mahogany veneered surface or composed in part of mahogany and in part of gumwood or other material, whether or not any explanation be added that such furniture is not full mahogany.

(3) Advertising any furniture as "heirloom furniture" which has not been previously owned by some family for several generations and handed down to its descendants, as is generally understood by use of the term "heirloom"; or describing new pieces of furniture as "heirloom reproductions."

(4) Describing as "authentic" in design, style, reproduction or recreation any article of furniture which does not have a genuine origin of authority for the use of such expression.

(5) Representing, by statements such as "The beauty and charm of Old Williamsburg are found at Colony House" or "Colony House, reminiscent of Old Williamsburg," that its furniture is a true counterpart or reconstruction of the original or authentically reproduced 18th Century furniture to be found in the homes of Williamsburg, Virginia. (3938)

Herald Publishing Co. et al.—Stipulations to cease and desist from failing to disclose the rayon content of products have been entered into by the following firms:

Herald Publishing Co., 129 West Sixth Street, Newton, Kansas, engaged in the sale and distribution of flags. (3940)

The National Flag Co., 1012 Flint Street, Cincinnati, engaged in the sale and distribution of flags. (3941)

Roth-Getzoff & Co., Inc., 1441 Broadway, New York, engaged in the sale of knitted fabrics. (3943)

Rosette Gowns, Inc., 530 Seventh Avenue, New York, manufacturers of women's dresses. (3944)

Woonsocket Falls Mill, Inc., Woonsocket, Rhode Island, and Victoria Plush Mill, Swathmore, Pa., manufacturers of plush and pile fabrics simulating fur in appearance, and their sales agent, E. F. Timme & Son, 1 Park Avenue, New York. One of the signers of the stipulation in this proceeding was William E. Roschen, a general partner in the firm of E. F. Timme & Son. (3947)

**Lee Products Co.**, Atlanta, Georgia, entered into a stipulation to cease and desist from use of the words "Men's Handkerchiefs" as a designation for any handkerchiefs they sell, the dimensions of which are less than 17 inches in length and 17 inches in width; and from any representation that may tend to convey the belief that handkerchiefs less than 17 inches square are men's handkerchiefs. (3945)

**Manhattan Bargain House, Inc.**, also trading as Broadway Mail Order House, 637 Broadway, New York, stipulated that in connection with the sale of secondhand wearing apparel it will cease and desist. (3942)

**Welder's Saf-T Garment Co.**, 815 Denckle Building, Philadelphia, engaged in the sale of leather garments used by welders and mechanics, stipulated that he will cease representing that he makes such products or that he owns and operates or directly and absolutely controls the factory where such merchandise is manufactured. (3939)

### CEASE AND DESIST ORDER

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

**Ed. W. Arnold Co.**, Logansport, Indiana, and its sole trustee, Ed. W. Arnold, have been ordered to cease and desist from disseminating advertisements which misrepresent the therapeutic bene-

fits to be derived from the use of a bath cabinet and a mechanical massaging device which they sell in interstate commerce. (4818)

### FTC COMPLAINTS DISMISSED

The Federal Trade Commission has dismissed its complaint which charged M. J. Friedlander, Samuel B. Marks, and Hortense Marks, trading as Susquehanna Woolen Mills, New Cumberland, Pa., with violation of the Wool Products Labeling Act in connection with the sale of blankets.

The complaint alleged that the blankets, which were sold to the Navy Department, were misbranded in that they did not bear a stamp, tag, label or other means of identification containing the information required by the act and the rules and regulations promulgated thereunder.

The order of dismissal was entered by the Commission because it appeared that during the period covered by the complaint it was the policy of the Navy Department to require that the individual blankets it procured bear no marks, tags or means of identification other than a legend "U. S. Navy," "U.S.N." or "U.S.N. Medical," as specified.

The Commission has also dismissed its complaint charging F. Ad. Richter & Co., Inc., Berry and South Fifth Streets, Brooklyn, and its advertising representative, H. W. Kastor & Sons Advertising Co., 360 North Michigan Avenue, Chicago, with disseminating false advertisements concerning "Anchor Pain Expeller," a preparation manufactured and distributed by the Richter corporation.

The order of dismissal was entered after the Commission granted the respondents' motion to dismiss the complaint "upon the ground that there is no triable issue before the Federal Trade Commission at this time."