

# NATIONAL ASSOCIATION OF BROADCASTERS N A B REPORTS CONSOLIDATED INDEX

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The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 12, No. 1, January 7, 1944

### COMPREHENSIVE INDEX—1943 REPORTS

With this mailing of the NAB REPORTS there goes a comprehensive index to Volume XI, the 1943 NAB REPORTS. Members will find this valuable in making full use of their 1943 REPORTS.

### DISTRICT AND COMMITTEE MEETINGS SCHEDULED

A number of important committee meetings, as well as the District Meetings required by the By-Laws to be held this year, have been definitely scheduled. All of these meetings are important to the conduct of the Association and to the determination of industry policy. Following is the complete schedule:

Monday, January 10—Tuesday, January 11:  
NAB Board Sub-Committee on Finance, Hotel Roosevelt, New York

Tuesday, January 11—Wednesday, January 12:  
Program Directors Executive Committee—Waldorf-Astoria, N. Y.

Friday, January 14:  
Board Sub-Committee on Convention Site and Program, Palmer House, Chicago, Ill.

Tuesday, January 18—Wednesday, January 19:  
Sales Managers Executive Committee—Roosevelt Hotel, N. Y.

Thursday, January 20—Friday, January 21:  
Public Relations Executive Committee—Roosevelt Hotel, N. Y.

Tuesday, February 1:  
8th District Meeting (Michigan, Indiana)—Columbia Club, Indianapolis, Indiana

Friday, February 4—Saturday, February 5:  
10th District Meeting (Iowa, Nebraska, Missouri)—Hotel Fontenelle, Omaha, Neb.

Monday, February 7—Tuesday, February 8:  
14th District Meeting (Colorado, Idaho, Montana, Utah, Wyoming)—Denver, Col., Cosmopolitan Hotel.

Friday, February 11:  
16th District Meeting (Arizona, Southern California and New Mexico), Los Angeles, Cal.

Monday, February 14—Tuesday, February 15—Wednesday, February 16:  
Canadian Association of Broadcasters—Quebec (NAB will be officially represented at this meeting by several members of the Board)

Thursday, February 17:  
13th District Meeting (Texas)  
Baker Hotel, Dallas, Texas

Monday, February 21:  
12th District Meeting (Kansas, Oklahoma), Topeka, Kansas

Thursday, February 24—Friday, February 25:  
6th District Meeting (Arkansas, Louisiana, Mississippi, Tennessee)  
Peabody Hotel, Memphis, Tennessee

Monday, February 28—Tuesday, February 29:  
3rd District Meeting (Delaware, Pennsylvania, Maryland)  
Pittsburgh, Pennsylvania

Wednesday, March 1—Thursday, March 2:  
2nd District Meeting (New York, New Jersey)  
Place not yet determined

Wednesday, March 8—Thursday, March 9:  
NAB Board of Directors, Hotel Statler, Washington, D. C.

Wednesday, March 15—Thursday, March 16:  
Radio News Committee—Roosevelt Hotel, New York

Neville Miller, president, Lewis H. Avery, director of Broadcast Advertising, and Willard D. Egolf, assistant to the president, will attend all District Meetings.

Further details respecting meetings will be given as soon as word is received from the respective district directors. In all of the even numbered districts, in which meetings are to be held, the selection of a director, for the two-year term beginning at the 1944 annual convention, will be held.

Those planning to attend district meetings should take immediate steps to secure hotel reservations.

### SALES MANAGERS AND PUBLIC RELATIONS DIRECTORS SESSIONS TO BE HELD AT DISTRICT MEETINGS

Both sales problems and subjects of interest to Public Relations Directors will be discussed at the forthcoming District Meetings. Sessions devoted to these discussions will be presided over by the District Chairmen of the Sales Managers and Public Relations Committees, respectively.

Such chairmen are urged to submit their suggestions for these sessions to the NAB staff members assigned to these committees—Lewis H. Avery for sales and Willard D. Egolf for public relations. The topics to be discussed will be reviewed at the Sales Managers Executive Committee meeting scheduled in New York on January 18 and 19, 1944 and at the Public Relations Executive

(Continued on page 2)

### 1944 REPORTS BINDERS

Slight delay has been experienced in shipping the binders for the 1944 REPORTS. They are now, however, being prepared and should reach all member stations before the middle of next week.



THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W.

WASHINGTON

Phone NAational 2080

Neville Miller, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

## SALES MANAGERS AND PUBLIC RELATIONS DIRECTORS SESSIONS TO BE HELD AT DISTRICT MEETINGS

(Continued from page 1)

Committee meeting, also booked for New York on January 20 and 21, 1944.

If you are unable to send your suggestions to NAB headquarters before the Executive Committee meetings are held, address your letter to the New York office of NAB at 535 Fifth Avenue, New York 17, N. Y.

## NEW POLICY RE COMMISSION EMPLOYEES

Judge Fred M. Vinson, Director of Economic Stabilization, recently announced in a letter to the Commissioner of Internal Revenue a uniform policy for treatment of employees under the stabilization program during 1944. The Commissioner is authorized and directed to apply the same stabilization rule to commission earnings and related methods of compensation coming under his jurisdiction as are now applied by the National War Labor Board with respect to commission salesmen earning less than \$5,000 per annum.

Under the NWLB's rule no approval for any increase or decrease in total annual commission earnings is required so long as the commission rate on the individual transaction is not changed. Judge Vinson's announcement extends this policy to those commission salesmen earning in excess of \$5,000 per annum.

Any increase or decrease in the commission rate or any change from salary to commission basis will require the approval of the Commissioner of Internal Revenue or NWLB, depending on which agency has jurisdiction.

The restrictions under the stabilization program on changes of basic hourly piecework or salary rates are equally applicable to changes in commission rates.

This announcement does not involve any change in the policy on the salesmen's own sales. Although regulations were issued by the Commissioner on September 4, 1943, designed in general to limit total commission earnings to those of the previous year, this regulation was subsequently suspended as to commissions on the salesman's own sales. That suspension harmonized the commission rule applied by the Commissioner with those of the NWLB with respect to direct commissions. The action approved by the Economic Stabilization Director unifies the principles to be administered in 1944 not only for direct commissions, but as well for compensation based on a percentage of the sales of others, a percentage of profits and other like arrangements. With respect to these latter employment contracts, the Director's action taken pursuant to the Commissioner's recommendation modifies the restriction on increases in total earnings administered by the Commissioner of Internal Revenue during 1943.

In connection with the commission rule applied by the National War Labor Board, the Economic Stabilization Director, in his letter to the Commissioner stated, "I am satisfied the commission rule applied by the National War Labor Board is not in conflict with the basic principles of the stabilization program and further that it rests on sound considerations of administrative necessity. I shall not, on the basis of present information, direct any change in the principle applied by the National War Labor Board with respect to commission earnings. Accordingly, I am moved by your recommendation to conclude that the same principle should apply for the calendar year 1944 to commission earnings and related methods of compensation subject to your jurisdiction. You are authorized and directed to take appropriate action to effectuate this policy."

Any further announcements on the subject will be made by the Commissioner and in due course regulations will issue from his office implementing the announced policy.

## Errata

It has been called to our attention that an error appeared in the notice of the IRE Winter Technical Meeting on page 507 of December 24 NAB REPORTS.

The joint meeting of the Institute of Radio Engineers and the American Institute of Electrical Engineers will be held on Thursday evening, January 27 and not on Saturday evening as erroneously stated.

## VIEWS ON TUBE PRODUCTION DIFFER

Tube manufacturers received from WPB this week a directive authorizing the production and distribution of specific types and quantities of tubes for household receivers. For the most part the tubes are limited to those most urgently wanted, as disclosed in NAB's tube survey of some months ago.

There is difference of opinion as to the date these tubes will reach distributors in quantity.

Radio and Radar Division of WPB is more optimistic than the trade. Whereas the former thinks tubes will reach outlets by next February 1, trade believes that it will be some weeks later.

At the factories, it is reported, there seems to be no clear and complete correlation between the directives received and orders on hand. Seemingly some time would be required for resolving this and other differences of opinion which are reported to exist.

## Engineering

### RTPB PANEL 4 ORGANIZATIONAL MEETING

Forty members, alternates and observers were present at the first meeting of Panel 4, Standard Broadcasting, held in New York on January 5. Nearly all organizations participating in the work of the Panel were represented.

Chairman Howard S. Frazier, on opening the meeting shortly after ten o'clock, made the following statement

concerning the importance of the studies to be undertaken by the Panel.

"We hear much talk about a period of dual AM and FM operation after the war, to be followed by abandonment of regional and local AM channels. Your chairman does not share this view, but believes that dual operation will be the general practice for many years. Both types of service are broadcasting, and in time, each service will find its permanent place and function in serving the public.

"AM broadcasting has not yet been utilized to the fullest extent possible with the present development of the art. Most stations are plagued by serious interference at night and many areas of the country are without primary service, both day and night. There are indications that the problem of static may be solved by the application of a recent development.

"According to information released by the FCC in June 1938, there were approximately 10,000,000 inhabitants of this country living outside the daytime service area of any broadcast station. The same survey indicates that more than 21,000,000 people are living outside of the nighttime service range of all stations. When it is realized that the total population of Canada is slightly more than 11,000,000, the relative importance of this problem can be evaluated. Perhaps the greatest service this panel could hope to perform, would be the development of standards and methods which would eventually bring reliable radio reception to most of these people. A review of the agenda will indicate that several topics have been proposed for study which may contribute to the solution of this problem. Newer methods of broadcasting and television are not expected to contribute materially to the improvement of rural service. Obviously then, the responsibility for the solution of this problem rests with this panel. It is hoped that while exploring methods of improving the areas of rural coverage, much can also be done to alleviate existing interference conditions and increase present signal intensities of many stations."

The agenda of the meeting follows:

- I. Review of RTPB purposes and procedure.
- II. Proposed organization of Panel 4.
- III. Discussion of suggested study projects.
  - A. FCC rules governing standard broadcast stations and standards of good engineering practice.
    - (1) Discussion of average sky wave curves, second hour.
    - (2) Should operation of compressor amplifiers be regulated?
    - (3) Review present FCC rules governing standard broadcast stations and standards of good engineering practice and report suggested revisions and additions thereto.
    - (4) Measurement of directional antenna power.
    - (5) Should the use by local stations of regional and/or clear channels be encouraged and under what conditions?
    - (6) Use of directional antennas by local channel stations to improve signal strength in local coverage areas.
  - B. Coverage and interference studies.
    - (1) Proposed use of 540, 530 and 520 kc to better serve large rural areas.
    - (2) General study and comparative analysis of methods to improve and extend rural coverage, including low frequency broadcasting.
    - (3) Use of VHF relays to control standard broadcast satellite transmitters.
    - (4) Should the use of half wave antennas by local stations be encouraged?
    - (5) Are there recent improvements in antenna design which should be adopted by standard broadcasters?
    - (6) Should channels be provided for VHF program connecting facilities between stations? If so, under what circumstances and what standards should be adopted?

- (7) Consideration of the advisability of establishing an additional class of broadcast stations to utilize channels made available by the expansion of the broadcast band to 520 kilocycles.

C. Transmitter design standards (including studio equipment).

- (1) Determination of ideal audio frequency response characteristic (this study to be coordinated with receiver design).
- (2) Estimated practical carrier frequency deviation tolerance.
- (3) Problems involved in extending frequency range to 520 kilocycles.
- (4) General consideration of standards for transmitter and studio equipment, including microphones.
- (5) Standards and channel requirements for VHF studio-transmitter relays.

D. Receiver design standards.

- (1) Problems involved in modification of receivers now in use to receive frequencies from 550 to 520 kc.
- (2) Problems involved in extending the standard band width from 1600 to 520 kc.
- (3) Determination of ideal audio frequency response characteristic (to be coordinated with transmitter design).
- (4) General consideration of receiver standards.
- (5) Practical methods of reducing receiver radiations and secure universal adoption by manufacturers.
- (6) Investigation of the Goodyear Static Neutralizer and other similar devices.

E. Long range problems.

- (1) Ideal allocation standards for recommendation to Panel 1.
- (2) Number of channels, classes of stations and number of stations in each classification such ideal allocation should provide for.

F. Miscellaneous.

- (1) NAB Recording Standards.
- (2) Use of sub-audible frequencies for signaling and other purposes.

IV. Determination of study topics.

- A. Acceptance or rejection of suggested study projects.
- B. Adoption of additional study projects not included in this agenda.

V. Organization of subcommittees.

VI. Subcommittee organizational meetings.

VII. Reports from subcommittees.

VIII. Liaison appointments to other RTPB panels.

IX. Discussion of procedure for the conduct of Panel 4 business by mail.

X. Time and city of the next Panel 4 meeting.

The Panel approved a plan of organization providing for three sub-committees. The committees, RTPB code designation and officers are as follows:

ALLOCATION COMMITTEE (P4a)

Chairman, Andrew D. Ring, Ring & Clark  
Vice Chairman, Stuart L. Bailey, Jansky & Bailey  
Secretary, Clyde M. Hunt, Station WTOP

The study topics originally assigned to this group will be found in sections III-A and B of the agenda.

TRANSMITTER COMMITTEE (P4b)

(Includes studio and other associated equipment)

Chairman, Ronald J. Rockwell, Station WLW  
Vice Chairman, R. H. Williamson, General Electric Company  
Secretary, Raymond F. Guy, National Broadcasting Company.

The study topics under section III-C of the agenda were assigned to this committee.

## RECEIVER COMMITTEE (P4c)

Chairman, D. D. Cole, RCA—Victor Division  
Vice Chairman, H. B. Canon, Wells-Gardner & Company  
Secretary, R. T. Capodanno, Philco Corporation

Study topics under section III-D of the agenda were assigned to the Receiver Committee.

Following the luncheon recess, the three committees conducted separate meetings until 4:30 at which time the full Panel again convened for the purpose of receiving the committee reports and transacting the business remaining on the agenda. The preparation of reports on study topics has been assigned to individual committee members. These reports as received will be distributed to the entire panel membership, who will in turn mail their comments to committee chairmen. On the basis of these comments, final reports will be prepared for submission to the Radio Technical Planning Board.

Liaison representatives have been appointed to other RTPB panels in order that the broadcasters' requirements can be fitted into the complete spectrum frequency allocation.

Burgess Dempster, in charge of receiver engineering for the Crosley Corporation, is the Vice Chairman of Panel 4 and J. R. Poppele, chief engineer of WOR, is the Secretary. Andrew D. Ring was Acting Secretary of the meeting. The names and company affiliation of those attending follows:

G. P. Adair, Federal Communications Commission  
Stuart Bailey, Jansky & Bailey  
J. C. Bayles, Bell Telephone Laboratories  
A. E. Barrett, British Broadcasting Corp.  
M. R. Briggs, Westinghouse Radio Division  
W. G. Broughton, General Electric Company  
H. R. Butler, Federal Telephone & Radio Co.  
R. D. Cahoon, Canadian Broadcasting Corp.  
R. T. Capodanno, Philco Corporation  
J. B. Coleman, RCA  
Frank A. Cowan, A. T. & T. Co.  
Burgess Dempster, Crosley Corporation  
D. D. Cole, RCA  
K. H. Emerson, Philco Corporation  
Charles W. Finnigan, Stromberg Carlson Co.  
Howard Frazier, National Association of Broadcasters  
W. T. Freeland, Freeland & Olschner Products, Inc.  
Martin A. Gilman, General Radio Co.  
Paul F. Godley, Paul F. Godley  
A. C. Goodnow, Westinghouse Elec. & Mfg. Co.  
O. B. Hanson, NBC  
K. B. Hoffman, Buffalo Broadcasting Co.  
H. W. Holt, Station WOV  
G. Porter Houston, Station WCBM  
Clyde M. Hunt, CBS  
C. M. Jansky, Jr., Jansky & Bailey  
T. C. Kenney, Westinghouse Radio Stations  
W. B. Lodge, CBS  
Italo A. Martino, WDRC  
Frank H. McIntosh, WPB  
Philip Merryman, NBC  
G. O. Milne, Blue Network Co., Inc.  
C. R. Miner, General Electric Co. Receiver Division  
Jack Poppele, WOR  
A. D. Ring, Ring & Clark  
R. J. Rockwell, Crosley Corporation  
Lynne C. Smeby, Consulting Radio Engineer

Arthur Stringer, NAB  
V. E. Trouant, RCA  
R. H. Williamson, General Electric Co.  
Grant Wrathall, McNary and Wrathall

## BROADCAST PLEAS REDUCE ARMY DEPOT ABSENTEEISM

(From the Richmond, Va., News-Leader, Dec. 30, 1943)

Appeals over local radio stations yesterday resulted in increased attendance today at the Richmond Army Service Forces Depot, officials said. Absenteeism at the depot, which had been getting worse day by day since December 13 because of holiday spirit and flu, was on the decline today, despite bad weather and transportation difficulties, though there is much tardiness, it was announced.

The OWI-approved "spot" announcements, urging all daytime warehouse personnel to return to their jobs, will be continued today, officials said. Although yesterday's announcements instructed night shift workers to report at their usual time, many telephoned to offer assistance and others came early as a result of the appeal.

Officials said today's attendance was better, despite the weather, than it was in the days preceding Christmas. Yesterday, the condition was reported as "serious."

(Send your clippings to NAB REPORTS)

## TRAMMELL EXTOLS RADIO AND PRESS

No writing of the history of this war will be complete without some recognition of the part played by the press and radio. Great metropolitan dailies and small weeklies, coast-to-coast networks and 100-watters in hamlets have devoted themselves unstintingly and unselfishly to the job facing us at the home front. These two great mediums of free speech are entitled to express some degree of satisfaction over their contribution.

Unfortunately, we are barely approaching the half-way point in the prosecution of the war. We cannot afford to relax, even momentarily, our devotion to the job ahead. The heartening news from all war fronts has given rise to increasing speculation as to the end of the war. This is understandable but regrettable. The sequence of victories tends to overshadow the grim business which faces us. Large-scale invasions, such as are now under contemplation, will exact a heavy toll of life. The imponderables of 1944 are many and complex. We still have a long, tortuous road to travel.

Under this stress of war, the broadcasting industry has risen to its greatest degree of usefulness. It is inextricably bound up in the war program. Yet progress and development of the art in the post-war world occupies the thoughts of the radio industry.

Television taxes the imagination and challenges our ingenuity as nothing else has since the days of Marconi. Today broadcasting is in its swaddling clothes; tomorrow will see the nation dotted with television stations broadcasting to every home by sight and sound everything in the realm of instruction and entertainment.

We shall see, as well as hear, great orchestras, fine drama, church services and athletic contests, variety shows and opera. We are about to enter a new era in which the poor and rich alike, for the modest price of a television receiving set, may be able to witness the happening of world events in their living rooms. Schools and colleges will use television in their curricula for better instruction in science, medicine and the arts.

A better world is ahead of us; a different world is not far-distant. We need but one thing—the blessings of peace.

The scourge of war, with the great sacrifice of human life still to come, hangs over the world like an ominous pall. Yet, withal, we must prepare for the tomorrow when men have laid down their arms. It will be difficult to bind up the nation's wounds, to borrow President Lincoln's immortal words. But to a degree we can make life easier and better, economically and spiritually, by a devotion to the principles on which America was founded. Our job is to never lose sight of them.

## FEDERAL COMMUNICATIONS COMMISSION DOCKET

### HEARINGS

No broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, January 10.

## FEDERAL COMMUNICATIONS COMMISSION ACTION

### APPLICATIONS GRANTED

- Robin Weaver, Sr., Clarksdale, Miss.—Granted construction permit for new local broadcast station at Clarksdale, Miss., to be operated on 1450 kc. with power of 250 watts, unlimited time; granted subject to the approval of exact transmitter site. The grant of this application is in conformity to the requirements of the Commission's Supplementary Statement of Policy of August 11, 1943, regarding construction permits for local channel broadcast stations (B3-P-3557).
- WTAL—Capital City Broadcasting Corp., Tallahassee, Fla.—Granted modification of license to increase power from 100 watts night, 250 watts day, to 250 watts, unlimited time; station operates on 1340 kc. (B3-ML-1181).
- WCOU—Jean B. Couture, Deceased (Clara Couture, Executrix), (Transferor), Faust O. Couture (Transferee), Twin City Broadcasting Co., Inc. (Licensee), Lewiston, Maine.—Granted consent to involuntary transfer of control of Twin City Broadcasting Co., Inc., licensee of Station WCOU, from Jean B. Couture, deceased (Clara Couture, Executrix), to Faust O. Couture. No monetary consideration involved (B1-TC-337).

### MISCELLANEOUS

- KEJK—National Broadcasting Co., Inc., area of San Francisco, Calif.—Granted license to cover construction permit to install new transmitter in relay station (B5-LRE-428).
- KNBC—National Broadcasting Co., Inc., area of San Francisco, Calif.—Granted license to cover construction permit to install new transmitter and reduce power from 100 to 75 watts in relay station (B5-LRY-294).
- WSCH—The Ohio State University, Portable-Mobile, area of Columbus, Ohio.—Granted license to cover construction permit for new relay broadcast station to be used with standard station WOSU; frequencies 1622, 2058, 2150 and 2790 kc., 25 watts (B2-LRY-293).
- Columbia Broadcasting System, Inc., Hollywood, Calif.—Placed in pending file application for construction permit for new high frequency (FM) broadcast station (B5-PH-150).
- Granite District Radio Broadcasting Co., Murray, Utah.—Adopted an order denying petition for reinstatement and grant of its application for construction permit for new broadcast station. It appears that Murray, Utah, is a part of the metropolitan area of Salt Lake City and now receives com-

plete day and night primary service from Stations KSL, KDYL and KUTA, Salt Lake City, which fact precludes a grant under the terms of the policy of the Commission of August 11, 1943 (Docket No. 6003; B5-P-2750).

### APPLICATIONS FILED AT FCC

#### 1010 Kilocycles

- WINS—Hearst Radio, Inc., New York, N. Y.—License to cover construction permit (B1-P-3512) as modified, for change in frequency, increase power, change hours of operation, install new transmitter and directional antenna for day and night use, and move transmitter.
- WINS—Hearst Radio, Inc., New York, N. Y.—Authority to determine operating power by direct measurement of antenna power.

#### 1370 Kilocycles

- WSAY—Brown Radio Service & Laboratory (Gordon P. Brown, Owner), Rochester, N. Y.—Modification of construction permit (B1-P-2924 as modified), which authorized change in frequency, increase in power, directional antenna, new transmitter and move, for extension of completion date from 2-1-44 to 8-1-44.

#### 1450 Kilocycles

- KVAK—S. H. Patterson, Atchison, Kansas.—License to cover construction permit (B4-P-3550) for increase in power, and changes in transmitting equipment.
- KVAK—S. H. Patterson, Atchison, Kansas.—Authority to determine operating power by direct measurement of antenna power.
- WTBO—Associated Broadcasting Corp., Cumberland, Md.—License to cover construction permit (B1-P-3542), which authorized change in frequency and hours of operation.
- WTBO—Associated Broadcasting Corp., Cumberland, Md.—Authority to determine operating power by direct measurement.

### FM APPLICATION

- NEW—Herman Radner, Dearborn, Mich.—Construction permit for new high frequency broadcast station, frequency 49500 kc. or other available frequency, service area to be determined, location Dearborn, Michigan.

### TELEVISION APPLICATION

- NEW—Allen B. DuMont Laboratories, Inc., New York, N. Y.—License for new commercial television broadcast station, Channel 24, 78000-84000 kc., 1000 watts aural, 4000 watts visual, A5 and special for FM.

### MISCELLANEOUS APPLICATIONS

- WNBQ—National Broadcasting Co., Inc., area of Chicago, Ill.—License to cover construction permit (B4-PRY-294), which authorized construction of a new relay broadcast station.
- NEW—Wescoast Broadcasting Co., Wenatchee, Wash.—Modification of construction permit (B5-P-3150 as modified, which authorized change in frequency, increase in power and installation of new transmitter and directional antenna) for extension of completion date from 2-1-44 to 5-1-44.

## 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.

**Simon Ackerman Clothes, Inc.**, and Simon Ackerman Manufacturers & Tailors, Inc., both of 53 West 23rd St., New York, and the officers of the two corporations, Simon Ackerman, May Ackerman, Raymond Ackerman and Myron Ackerman, are charged in a complaint with misrepresentation in connection with the sale of men's clothing. (5109)

**Standard Brands, Inc.**, 595 Madison Ave., New York, engaged in the sale of Fleischmann's Compressed Yeast, is alleged in a complaint to have disseminated false advertisements concerning the therapeutic properties of the product and its effectiveness in the treatment of vitamin deficiencies purported to exist among members of the purchasing public. The yeast product is manufactured in the respondent's plants at Peekskill, N. Y.; Langdon, District of Columbia; Pekin, Ill.; Sumner, Wash.; Chicago, and San Francisco. (5107)

**S & S Tie Co.**, 412 West Sixth St., Los Angeles, is charged in a complaint issued with deceptive acts and practices in connection with the sale of patterns and instructions for making neckties. (5110)

**W. W. Corp., et al.**—A complaint has been issued charging a Brooklyn corporation and its three owners with unfair and deceptive practices in connection with the publication of a series of purported "Who's Who" biographical reference books which allegedly resemble in style, format and binding the well-known and recognized volume entitled "Who's Who in America," published and distributed exclusively since 1899 by the A. N. Marquis Co., of Chicago.

Named in the complaint as respondents are the corporation known as W. W. in the Western Hemisphere, Inc., and the individuals who own its stock and control its policies, Julius C. Schwartz, his wife, Freda, and his brother-in-law, Rubin Rucker. They have their principal place of business at 1029 Brighton Beach Ave., Brooklyn, and a mailing address at 315 Fifth Ave., New York. Their publications include "Who's Who in American Jewry," "Who's Who in Government," "Who's Who in Law," "Who's Who in the Clergy" and "Who's Who among Physicians and Surgeons." These volumes, the complaint charges, do not possess the high standard of selectivity, accuracy and reference value characteristic of "Who's Who in America." (5108)

## CEASE AND DESIST ORDERS

The Commission issued no cease and desist orders last week.

## STIPULATIONS

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

**Cosby-Hodges Milling Co.**, Birmingham, Ala., engaged in the sale of a dry dog food preparation known as "Jazz Dog Food," has stipulated to cease and desist from representing that the product contains meat. (03183)

**Electric Auto-Lite Co.**, Toledo, Ohio, has entered into a stipulation to cease and desist from representing that the Auto-Lite Spark Plugs it sells prevent gas waste due to poor ignition or restore gasoline economy, unless such claim is limited to cases where waste or lack of economy is due to defective plugs; that they end starting troubles; that they restore new engine performance, unless limited to cases where departure from new

engine performance is caused by defective spark plugs; or that, compared with other new spark plugs of standard make, Auto-Lite plugs produce a more effective spark, afford any savings, operate with less strain on electrical units, or effect a faster pick-up, more power per gallon of gasoline or a livelier or smoother running engine. (03184)

**Godefroy Manufacturing Co.**, 3510 Olive St., St. Louis, entered into a stipulation to cease and desist from using, in connection with the sale of "Godefroy's Larieuse Hair Coloring," such slogans as "Ends gray hair," "Puts an end to dingy, off-color hair," "Get rid of dull, gray-streaked hair," the effect of which tends to convey the impression that the preparation will do more than dye the exposed hair to which it is applied, or that its use will cause the hair shaft, as it grows from the scalp, to be similar in color, type or condition to that portion of the shaft to which the preparation has been applied. (3786)

**Good Luck Gardens**—Stipulations to discontinue representing soy beans or any other coffee substitute as "coffee" have been entered into by E. Andrews Frew, trading as Good Luck Gardens, Paradise, Pa., and Edward F. Carey, Darby, Pa. (3784-3785)

**Kansas City Wholesale Grocery Co.**, 1208 West 12th St., Kansas City, Mo., has entered into a stipulation in which it agrees to cease and desist from representing that its Pickwick Coffee is of a low acid content as compared with other coffees or has been scientifically proved to contain less acid than other coffees; that because of its lower acid content Pickwick Coffee will not disagree with the drinker or will keep the acidity of the body at a minimum; or that physicians request Pickwick Coffee for their own use because of its low acid content. (03180)

**Moody's Herb Teas**, entered into a stipulation to discontinue representing that the herb product he sells under the name "Gotu Kola" has therapeutic properties in excess of what it actually possesses or that the medical profession generally has knowledge of and uses or praises it. (3783)

**Seductive Products**, 24 East 21st St., New York, dealer in jewelry and other articles, stipulated that it will cease representing that the Talismanic rings it sells have mysterious power and will endow the wearer with luck, marriage, friends, happiness, love, wealth or success; that they are plated with 14-karat gold; or that they may be purchased at a reduced retail price, which, in fact, is the regular retail price. (03182)

**United States Testing Co., Inc.**, 1415 Park Ave., Hoboken, N. J., has entered into a stipulation to cease and desist from certain misrepresentations in connection with its business of conducting tests of materials and commodities for manufacturing and merchandising concerns. (3781)

## FREER NEW FTC CHAIRMAN

Commissioner Robert E. Freer, of Ohio, took office as Chairman of the Federal Trade Commission on January 1, to serve during the calendar year 1944. He succeeds Commissioner Garland S. Ferguson, of North Carolina, who was Chairman in 1943. The chairmanship of the Commission rotates annually.

Commissioner Freer first served as Chairman during 1939. He was appointed to the Commission as a Republican member by President Roosevelt on August 24, 1935, to fill the unexpired term of Commissioner George C. Mathews, who had resigned, and was reappointed on September 3, 1938, for the seven-year term authorized by statute.



## SCHEDULE OF DISTRICT MEETINGS

District	City	Place	Day	Date
8	Indianapolis, Ind.	Columbia Club	Tuesday	February 1
10	Omaha, Nebraska	Hotel Fontenelle	Friday-Saturday	February 4-5
14	Denver, Colorado	Cosmopolitan Hotel	Monday-Tuesday	February 7-8
16	Los Angeles, Calif.	(to be announced)	Friday	February 11
13	Dallas, Texas	Baker Hotel	Thursday	February 17
12	Tulsa, Oklahoma	(to be announced)	Monday	February 21
6	Memphis, Tenn.	Peabody Hotel	Thursday-Friday	February 24-25
3	Pittsburgh, Pa.	(to be announced)	Monday-Tuesday	February 28-29
2	(not yet decided)	(to be announced)	Wednesday-Thursday	March 1-2

### DISTRICT MEETINGS SET

Above is a table showing the schedule of the District Meetings to be held next month. Particular attention is called to the fact that the 12th District Meeting, originally scheduled for Topeka, Kansas, has been changed and will be held at Tulsa, Oklahoma. The change was made necessary by reason of inability to secure accommodations in Topeka for the day when the meeting is to be held. In all of the even numbered districts indicated in the above schedule, the election of a director for the two-year term beginning with the annual membership meeting, will be held. The tentative agenda for all of the meetings will be prepared by the various Directors in the course of the next week.

### FCC CLOSES NEWSPAPER CASE

The Federal Communications Commission Thursday unanimously adopted and authorized the issuance of the following public notice:

The Commission has closed the record and dismissed the proceeding instituted pursuant to Orders 79 and 79A relating to newspaper ownership of radio stations.

The Commission has concluded, in the light of the record in this proceeding and of the grave legal and policy questions involved, not to adopt any general rule with respect to newspaper ownership of radio stations.

A summary of the evidence in the proceeding is being forwarded to the appropriate committees of the Senate and House of Representatives in order to inform them of the facts developed by the investigation and for any consideration which they may desire to give the matter.

Aside from the specific question of common ownership of newspapers and radio stations, the Commission recognizes the serious problem involved in the broader field of the control of the media of mass communications and the importance of avoiding monopoly of the avenues of communicating fact and opinion to the public. All the

Commissioners agree to the general principle that diversification of control of such media is desirable. The Commission does not desire to discourage legally qualified persons from applying for licenses, but does desire to encourage the maximum number of qualified persons to enter the field of mass communications, and to permit them to use all modern inventions and improvements in the art to insure good public service.

In the processing of individual applications for licenses, the Commission will inquire into and in its decisions give expression to "public interest" considerations. The Commission does not feel that it should deny a license merely because the applicant is engaged or interested in a particular type of business. However, it does not intend in granting licenses in the public interest to permit concentration of control in the hands of the few to the exclusion of the many who may be equally well qualified to render such public service as is required of a licensee.

### JETT NOMINATED TO FCC

Lieut. Ewell K. Jett (USN Retired) who has been Chief Engineer of the FCC since Jan. 1, 1938, on Wednesday was nominated a member of the Commission to take the position left vacant when Geo. Henry Payne's term expired on June 30th, 1943.

Lieut. Jett was born in Baltimore, and entered the U. S. Naval Service in June, 1911. Prior to the World War he served as a telegraph operator and as a radioman on board the battleships UTAH and MICHIGAN and the Destroyer PARKER. From 1914 to 1916 he was assigned to the Arlington Radio Station and the Navy's first radio remote control station in the State, War and Navy Building, Washington, D. C.

From 1917 to 1919 he was Radio Officer on board Vice Admiral Gleaves' flagship SEATTLE of the Cruiser and Transport Force, and Radio Officer of the battleship GEORGIA.

(Continued on page 8)



NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W.

WASHINGTON

Phone NAational 2080

Neville Miller, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

## JETT NOMINATED TO FCC

(Continued from page 7)

Permanently commissioned an ensign in the Navy in 1919, he served as Radio Officer and Officer-in-Charge of the Navy Department Transatlantic Radio Control Station until 1922. During a part of this time all transatlantic communication traffic, both government and commercial, was handled through the Transatlantic Control Station utilizing the transmitters of Arlington, Annapolis, Navy Yard Washington, Tuckerton, N. J., New Brunswick, N. J., and Sayville, N. Y.

In 1922 Lieut. Jett became Radio Officer of the battleship TEXAS of the Pacific Battle Fleet; and from 1923 to 1926 was aide on the staff of Admirals Chase and Marvell and Radio Officer of the Fleet Base Force.

After completing four years of sea duty he was again transferred to the Navy Department in Washington where he served under the Director of Naval Communications as Officer-in-Charge of the Registered Publication Section, and as Assistant Navy Department Communication Officer and Officer-in-Charge, Radio Central.

In 1929 Lieut. Jett was loaned to the Engineering Department of the Federal Radio Commission and later, upon being retired from the Navy, was appointed a senior radio engineer in direct charge of the Commission's engineering work concerning radio services other than broadcasting. He was named Assistant Chief Engineer in 1931.

Lieut. Jett was a member of the American Delegation to the North and Central American Radio Conference, Mexico City, 1933; North American Regional Radio Conference, Havana, March, 1937; the International Radio Consulting Committee (C.C.I.R.), Bucharest, May-June, 1937; and the Inter-American Radio Conference of the same year at Havana, Cuba. In August, 1937, he represented the Commission at the Governors' Conference in Juneau, Alaska. President Roosevelt named him a delegate to the International Telecommunications Conference which convened at Cairo, Egypt, on February 1, 1938. Lieut. Jett was Chairman of the Washington Section of the Institute of Radio Engineers in 1935. His home is in Chevy Chase, Maryland.

## DIRECTOR OF BROADCAST ADVERTISING ADDRESSES GET-TOGETHER LUNCHEON AT NRDGA ANNUAL CONVENTION

At the invitation of the Sales Promotion Division, Lewis H. Avery, NAB Director of Broadcast Advertising, addressed the "Get-together" Luncheon, held at the Hotel Pennsylvania in New York on Tuesday, January 11, 1944, in connection with the Annual Convention of the National Retail Dry Goods Association. More than 200 sales promotion and other department store executives were present.

An abbreviated text of the talk delivered by Avery follows:

Some of you will recall that the latest of a series of panel discussions on the use of broadcast advertising by department stores and other large retailers was held at the Annual Convention of the National Association of Broadcasters in Cleveland, Ohio, in May, 1942. What started out to be an amicable exchange of ideas and information unfortunately developed into a vituperative debate. Perhaps the climax was reached when a radio station executive announced as his considered conclusion that broadcasters were too dumb to sell you the medium and you were too dumb to use it.

I have long wanted to apologize for my colleague's unfortunate and unwarranted remark. While it is true that broadcasters as a whole have failed to sell you on the advantages and use of broadcast advertising, it is equally true that your failure to buy is still largely our fault. For you have constantly encouraged us to tell you how and why broadcasting could serve you.

More recently, your Board of Directors unanimously endorsed the study then about to be undertaken by the Retail Promotion Committee under the direction of Paul W. Morency of WTIC. When that study reached culmination in the oral and visual presentation, "Air Force and the Retailer," you attended the showing from coast to coast in substantial numbers. To digress momentarily, 23,000 retailers in 111 cities have witnessed this presentation.

For your encouragement of the project and for your attendance at the presentations, I want to express the sincere thanks of the broadcasting industry.

Last summer, in the course of working on the Retail Promotion Plan, an opportunity befell me that has probably been afforded few others in radio or retailing. On my desk at the Columbia University Office of Radio Research were two piles of papers. On the left were the answers to the NRDGA questionnaire on your use of radio. On the right were letters written by radio station executives on their experiences with your radio advertising. It was an unusually revealing experience because neither you nor the broadcasters knew that your opinions would be compared.

Believe me, there was humor and pathos, even tragedy, in the comparisons of the answers and the letters on the same experiences. But, more important, with the aid and advice of Sheldon R. Coons, counsel to the Committee, and Dr. Paul Lazarsfeld, head of the Office of Radio Research, and his able assistants, we were able to compare 174 experiences with broadcast advertising which both radio station and retailer agreed were successful.

During the course of the quantitative and qualitative analyses, certain patterns established themselves; certain factors were present in practically every successful use of broadcast advertising by retailers.

The first and foremost considerations are: *what to promote and to whom to promote it.* The importance of this approach to the use of broadcast advertising can not be over-emphasized. How well you analyze what you have to sell and to whom you want to sell it are unquestionably the major factors.

The experiences of both retailers and radio stations also stress a consistent thread: shape the program to fit the audience you want to reach. It is not enough, they point out, to put on a program type that, according to the national surveys, most people like. It must be a program that is *liked by the particular group the retailer wants to reach.*

The studies clearly revealed that such pre-selection of the audience is proving profitable. For example:

"The new program . . . 'Blind Date Time,' designed to appeal to government girls, was deliberately planned for after-working hours. . . . A number of customers that have gone into the store as a result of this program were the younger crowd, the very people this program was designed to reach. A certain number of housewives also responded, but this was considered a plus audience."

In addition to the need for shaping the program to meet the interests of the audience desired, the study pointed to the necessity of selecting a program in keeping with the general atmosphere of the store, and of building



through the program a kind of store "personality." For example:

"The possibility for success lies in the development of programs designed specifically for the store and the association therewith of local personalities. . . ."

You may be amazed to learn that the studies revealed that the *nature of the program alone* does not account for the success of retail broadcast advertising. The experience of retailers and radio stations indicates that nearly any program, within certain broad limits, will prove successful for the retailer, provided: (1) it is broadcast at a time when the people he wants to reach can listen; (2) there is nothing obnoxious to that group about it, and (3) most important of all, it is *broadcast sufficiently often* to keep the retailer's name constantly before his customers and prospective customers. Let me give you a brief analysis of the frequency of broadcast of successful retail users of radio advertising, based on 174 cases:

Frequency of Broadcasts	Number	Per Cent
One program daily . . . . .	72	
One program daily, plus announcements daily and/or a weekly program . . . . .	25	97 55.8
Two programs daily . . . . .	24	
Two programs daily, plus announcements daily and/or a weekly program . . . . .	10	34 19.6
Several announcements daily . . . . .	23	13.2
More than two programs daily (some with daily announcements as well) . . . . .	16	9.1
Less than one program daily . . . . .	4	2.3

In other words, a majority of successful retail users of broadcast advertising have programs rather than only announcements; 85.4% (more than five out of every six) use one or more programs per day; and 28.7% broadcast two or more programs per day.

Judging by the reports of retailers and radio stations, it is better to broadcast two or three inexpensive programs per day than one expensive one, and it is better to supplement the program with announcements throughout the day than it is to let the program stand by itself.

In fact, the importance of over-all coverage is the most common point made by those reporting. For example:

"Potential department store customers include, of course, practically everyone. The store's present program pattern reaches shoppers, housewives, sports fans, noontime news listeners and children, but we do not feel that our radio radius has been completely covered. We are still working on possibilities for an evening show which will appeal to the whole family. Such a show would round out our program pattern to include a general audience group as well as several separate groups."

"The housewife is reached through the shopper's program; the juvenile is reached through the popular music on the noon program, and others are reached through the newscasts. *The placement of the programs enables the store's message to be heard by a wide variety of listeners.* We do not believe that the copy played an important part in this situation. We believe that the variety of programs and their strategic placement, plus sound common sense on the part of the promotion manager, have brought satisfactory results.

"The women's program . . . consists of general information on rationing, conservation, fashions, music, interviews, etc. . . . The children's program is the transcription "Air Adventures of Jimmie Allen." . . . The five-minute news program is on the air Monday through Friday at 8:15 P.M. The value of this *complete, well-rounded program* has been well demonstrated over the past year. . . . Through their combination of programs and announcements they have day-long coverage, specific and general appeal, prestige and direct selling. The (store) considers this an almost ideal plan for a retail store."

As may be logically concluded from the emphasis on fre-

quency of broadcasts, neither retailers nor radio stations favor any one time of day *over any other* for retail advertising. As one of them pointed out, the customers of a department store are made up of all kinds of people, and any kind of program, broadcast at any time of day, is bound to appeal to some customers. *The problem is how to appeal to the greatest number of specified customers or prospective customers.*

Some retailers, such as those whose comments have been quoted, cover the whole range of actual and potential customers by broadcasting several kinds of programs designed and broadcast at a time to appeal to particular groups. Other retailers select the housewife as their major customer and design programs especially for her.

Let me tell you the distribution of program types used in successful retail broadcasts, as reported by retailers and radio stations:

Program Types	Per Cent
Newscasts and Commentators . . . . .	35.5
Music (of various types) . . . . .	18.4
Women's Programs . . . . .	16.1
Announcements only . . . . .	10.6
Sports Programs . . . . .	4.2
Children's Programs . . . . .	3.7
Participating Programs (usually music and news) . . . . .	2.8
Dramatic Programs . . . . .	1.3

Certain definite conclusions can be drawn from this objective study of the attitude of retailers and radio stations toward programs that are *known to be successful*.

1. Neither program content nor talent are crucial factors in determining the success of a retail radio program.
2. An inexpensive program, if it adheres to certain basic principles, may be more effective than the most elaborate production.
3. Cooperation, imagination and patience are the prime ingredients in a successful radio program for retailers or any other broadcast advertisers.

How can you apply your talents to the use of broadcast advertising? As many of you know, perhaps the most important part of the Retail Promotion Plan is a series of booklets, available to each of you with the compliments of the broadcasting industry. These are as specific and concrete as we could make them. They are designed to help you today with your immediate pressing problems.

For years, retail advertising in other media has set the pace for all advertising in those fields. The advertising executives in department stores and other leading retail establishments have introduced, developed and applied many of the new ideas in the use of graphic media. The same creative thinking—the same pioneering—in the field of radio will produce equal or even greater results. For no other medium employs the colorful, persuasive human voice, supported and supplemented by all forms and manner of sounds.

Here is a challenge to the creative imagination of you leaders in retail advertising. Here, too, is an opportunity for more downright pleasure in advertising than almost any other field affords.

## COMMITTEES MEET

On Monday, January 10, the NAB Board's Sub-committee on Finance met in New York to pass on the 1944 budget. Present were J. O. Maland, WHO, Chairman, and Roy Thompson, WFBG. Neville Miller, President, and C. E. Arney, Jr., Secretary-treasurer, met with the committee.

On Tuesday and Wednesday, the 11th and 12th, the Program Directors Executive Committee Meeting was held also in New York. A complete report of this meeting is given elsewhere.

The Board's Sub-committees on Convention Site and Convention Program are meeting in Chicago today (January 14). These committees will determine when and

where the 1944 Victory War Conference is to be held. The membership of the committees is as follows:

Ed Yocum, KGHL  
John J. Gillin, Jr., WOW  
Nathan Lord, WAVE  
Kolin Hager, WGY  
Harry R. Spence, KXRO  
Herbert Hollister, KANS

Neville Miller and C. E. Arney will meet with the committees.

## PROGRAM MANAGERS OUTLINE NAB CONVENTION SESSIONS

With plans under way for several sessions at the next NAB Convention and subjects listed for a series of articles of interest to program managers, the Program Managers Executive Committee adjourned its two-day meeting at the Waldorf-Astoria, New York City, January 11-12.

Plans for the NAB Convention include a prominent industry speaker followed up by sessions on program building and operating problems.

Articles to be written, which may be collected into a permanent manual from NAB REPORTS, will cover the working aspects of program management, as presented by recognized, practical authorities.

A joint session with the Radio Committee of the American Civil Liberties Union and representatives of the A. F. of L. and the C. I. O. resulted in a decision to continue a study of labor's broadcast problems from the program angle. Agreement was general that labor's representation on the air was largely a matter of proper programming. Advice was offered and further cooperation promised.

"ON THE AIR!" the new Westinghouse, Inc., production, a thirty-minute sound-film history of radio, was presented at the first day's luncheon, through the courtesy of Lee B. Wailes, General Manager, KYW, Philadelphia, and Westinghouse Stations, Inc.

Guests for the second day's luncheon were Ann Elsner, better known as Stella Dallas, who also starred in the early-day drama, "Moonshine and Honeysuckle"; Betty Garde, star of "Front Page Farrell" and "Cavalcade of America," also featured in the stage production "Oklahoma"; Jackie Kelk, who is "Homer" in the "Aldrich Family" and plays also in "Cavalcade"; Nan Merriman, who is "Kathleen," featured vocalist with the "Hour of Charm," star of NBC's "Serenade to America" and winner of the \$1,000 music prize awarded by the National Federation of Women's Clubs and John W. Vandercook, world traveller and author and featured commentator on the World News Round Up, NBC.

The two-day meeting agenda covered a discussion of "Programming the War," "Programming for the Retail Promotion Committee Plan," in which Lew Avery, NAB Director of Broadcast Advertising, participated, "Program Standards," "Programming Needs and Problems," "Programming and Public Relations" and "Programming and Management."

Harold Fair, WHO, Chairman of the Committee, said: "Members of the Program Managers' Executive Committee are production men, accustomed to hard work that gets results. I am proud of the way they are digging into programming problems."

Committee members are Clarence L. Menser, NBC; Doug Coulter, CBS; Ray Shannon, KMBC; William J. Adams, WHEC; J. Robert DeHaven, WTCN; Glenn Jackson, WSPD; Irvin G. Abeloff, WRVA, and George Sutherland, WFCI. Wynn Wright, NBC Eastern Program Manager, subbed for Menser, who was not in New York, and Ray Shannon was excused from attendance because of transportation difficulties. Neville Miller and Willard

Egoff attended from NAB. Dorothy Lewis, NAB Coordinator of Listener Activity, made a report on the work of her department.

## DISTRICT ENGINEERING COMMITTEE

Harold Thomas, General Manager of station WATR, Waterbury, Connecticut, has been appointed to the NAB District Engineering Committee by Paul W. Morency, District Director. Mr. Thomas replaces F. M. Sloan, former chief engineer of station WBZ. Mr. Sloan recently resigned from the committee when transferred by the Westinghouse Company to Baltimore, Maryland, as manager of the Westinghouse Field Engineering Service Department.

The entire committee has now been appointed and the membership as of this date is as follows:

- District 1: Harold Thomas, General Manager  
Radio Station WATR  
71 Grant Street  
Waterbury, Connecticut
- District 2: Earle Godfrey, Chief Engineer  
Radio Station WBAB  
1900 Atlantic Avenue  
Atlantic City, New Jersey
- District 3: T. C. Kenney, Chief Engineer  
Radio Station KDKA  
Grant Building  
Pittsburgh, Pennsylvania
- District 4: Clyde M. Hunt, Chief Engineer  
Radio Station WTOP  
Earle Building  
Washington, D. C.
- District 5: J. C. Bell, President  
Radio Station WBRC  
2nd Ave. and 18th Street N.  
Birmingham, Alabama
- District 6: F. D. Binns, Chief Engineer  
Radio Station WLAC  
Third National Bank Building  
Nashville, Tennessee
- District 7: Lester H. Nafzger, Chief Engineer  
Radio Station WBNS  
33 North High Street  
Columbus, Ohio
- District 8: A. Friedenthal, Chief Engineer  
Radio Station WJR  
Audio Division  
Detroit, Michigan
- District 9: Oscar C. Hirsch, Chief Engineer  
Radio Station KFVS  
324 Broadway  
Cape Girardeau, Missouri
- District 10: Henry E. Goldenberg  
Radio Station WHB  
Scarritt Building  
Kansas City, Missouri
- District 11: H. S. McCartney, Chief Engineer  
Radio Station WCCO  
625 Second Avenue  
Minneapolis, Minnesota
- District 12: K. W. Pyle, Chief Engineer  
Radio Station KFBI  
First and Market Streets  
Wichita, Kansas
- District 13: George W. Ing, Chief Engineer  
Radio Station KONO  
317 Arden Grove  
San Antonio, Texas
- District 14: John M. Baldwin, Chief Engineer  
Radio Station KDYL  
Tribune-Telegram Building  
Salt Lake City, Utah

- District 15: George Greaves, Chief Engineer  
Radio Station KPO  
420 Taylor Street  
San Francisco, California
- District 16: Frank M. Kennedy, Chief Engineer  
Radio Station KHJ  
5515 Melrose Avenue  
Hollywood, California
- District 17: Joseph Kolesar, Chief Engineer  
Radio Station KMO  
914 Broadway  
Tacoma, Washington

## QUESTIONNAIRE ON RELIGIOUS BROADCASTING

A questionnaire on religious broadcasting, which apparently went to all radio stations on December 15, was accompanied by a letter from the National Association of Evangelicals, 120 Tremont Street, Boston 8, Massachusetts, signed by J. Elwin Wright, Field Secretary.

NAB has made inquiry of the National Association of Evangelicals as to the purpose of this questionnaire, at the same time offering to assist the Association in securing complete information with reference to any problems concerning the radio industry.

## ON YOUR MARKS! GET SET—FOR THE FOURTH WAR LOAN

Have you sold the quarter-hour programs, the five-minute programs and the 35 and 100-word announcements supplied by the Treasury Department? Have you sold every available program and service feature over your station? Have you done everything you could to put the full power of your station behind the Fourth War Loan?

That should be your goal—the star to which you hitch your wagon. Show the boys behind the guns that every man, woman and child in America is behind the boys behind the guns.

Here's your opportunity to help broadcasting—your business—make the greatest record of public service any medium of mass communication has ever compiled.

Soon you will receive a questionnaire from the NAB regarding the Treasury Department programs. The answers to that questionnaire can mean a great deal to you—so please answer it fully and promptly.

## NATIONAL THRIFT WEEK

Recently the National Thrift Committee, Inc., requested NAB to inform its members that National Thrift Week was scheduled from January 17 to 23, 1944, and to ask them to intensively promote this campaign for thrift and savings.

In declining to do so, NAB pointed out the tremendous contributions of time and talent that the radio industry has made to the various government programs of war information and particularly to the Treasury Department campaign to promote the purchase of war bonds and stamps.

Several of the proposed activities for National Thrift Week duplicate existing campaigns, as the following paragraph from the letter to the Committee points out:

"Several of the '7-point Objectives of National Thrift Week and 10-point Wartime Thrift Program for the Individual' are covered by various campaigns of the Office of War Information and the War Advertising Council, Inc. Therefore, much of your program duplicates activities with which radio stations are now unstintingly co-operating."

The letter from the Committee also urged radio stations to schedule talks by officers of financial institutions, dealing with their special thrift service to the public.

Because National Thrift Week practically coincides with the start of the Fourth War Loan, you are urged to be sure that any talks by officers of financial institutions deal with the Fourth War Loan—or are charged for on a commercial basis, as NAB proposed to the National Thrift Committee, Inc.

## SUGGESTS BOND BOOTHS ON DOCKS

James M. LeGate, manager, WIOD, Miami, after talking with several members of the Merchant Marine, passes on this "bond" suggestion for the consideration of coast stations that are issuing agents.

The idea is to erect a Bond Booth on local docks during the 4th War Loan Campaign. Boys from the Merchant Marine explained to Mr. LeGate that:

Members of the Merchant Marine frequently land in various American ports with pockets filled with accumulated pay. They have never seen a Bond Booth on the docks. These men said if they had seen a Bond Booth on landing, their inclination would have been to put a large percentage of their pay into bonds instead of spending it riotously between sailings.

"I have checked into the situation here in Miami," said Mr. LeGate, "to find that we do not have enough Merchant Marine sailors landing to do anything with the idea. But it should work out satisfactorily in the big east and west coast ports."

## OLD ETs WILL REDUCE MATERIAL SHORTAGE

Lee Chadwick, program director, WWNC, Asheville, suggests an immediate spring house cleaning of station transcription libraries, in order to provide much urgently wanted material to be reworked into new disks.

A check at WWNC located nearly 50 transcriptions, marked "hold," some dated back more than two years.

By writing agencies and seeking disposition advice the station hopes to get over 200 transcriptions back to the original manufacturers. Letters to agencies include "the name of account, record number, track numbers, and asks them to check, (a) Continue to retain in file, (b) Ship to manufacturer for refrabrication, (c) Other shipping instructions."

## PAPER RATIONING AFFECTS YOU

Perhaps you never thought of it that way—but paper rationing will definitely limit the number of NAB Standard Program Schedule Forms available during 1944. To assure an adequate supply to all stations that desire to use this form—and more stations adopt it every month—won't you please try to economize on the quantity you use?

If you are now printing a new program schedule every week, have you thought about the possibility of printing one every two or every four weeks, as some stations are doing? For your own sake—to assure you a supply of these schedules throughout the year—please try to reduce the number you are now using.

## BUY ONE—AND GET ONE FREE!

That familiar promoter of unusual per-inquiry propositions—the Pitluk Advertising Company of San Antonio, Texas—writing to radio stations about a contract for the Starkist Company, casually states: "and most of these stations are giving them a repeat broadcast of the daytime show, gratis, around 10:30 or 11:00 p. m."

That's once when "gratis" is a contraction of "grates us."

Before you give it away, be sure you have tried to sell it to a logical buyer—to an advertiser who will appreciate the possibilities and the power of your medium.

## DON'T DESPOIL THE NEWS

Whether you realize it or not, news is the most perishable and precious "merchandise" available over your station today. Dozens of polls and surveys have shown that news broadcasts top the list of public preference in radio programs.

What's more, nation-wide studies have shown that, between August, 1939, and November, 1942, the public switched from a two-to-one preference for newspapers as the most important source of news to an almost two-to-one preference for radio! Doesn't that emphasize your obligation to keep the news over your station accurate, fast, impartial and reliable?

Every radio station that received a form letter from the Russell C. Comer Advertising Company of Kansas City, Missouri, urging them to incorporate alleged news stories on soft drinks or carbonated beverages in their news broadcasts, should have promptly replied in the negative and, then, just as promptly torn the letter into small bits.

The minute radio stations desecrate news broadcasts with indirect advertising that very minute they start to destroy the overwhelming confidence and faith of the American public in radio news.

## TRANSFER OF CONTROL REGULATION

The Commission en banc has amended Section 1.364 of its Rules of Practice and Procedure, concerning assignment or transfer of control, so as to provide for prompt filing of an application for involuntary assignment of permit or license or for consent to involuntary transfer of control in the event of death or legal disability.

The amended Section 1.364, to be effective immediately, reads as follows: (New matter italicized)

Sec. 1.364. Assignment or transfer of control.—(a) General (1) *Voluntary*: Application for consent to *voluntary* assignment of a construction permit or license or for consent to *voluntary* transfer of control of a corporation holding a construction permit or license shall be filed with the Commission at least 60 days prior to the contemplated effective date of assignment or transfer of control.

(2) *Involuntary*: In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee

- (i) *the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and*
- (ii) *within thirty days after the occurrence of such death or legal disability (except in the case of a ship or amateur station), application shall be filed for consent to involuntary assignment of such permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved. In the case of ship and amateur stations, involuntary assignment of licenses will not be made; such licenses shall be surrendered for cancellation upon the death or legal disability of the licensee.*

(b) Broadcast.—With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application

forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) Other than broadcast.—In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

## FTC ON RADIO

The Federal Trade Commission in its annual report has the following to say in connection with radio and periodical advertising:

In connection with its continuing survey of radio and periodical advertising, the Commission during the fiscal year examined more than 1,045,000 radio commercial continuities and 353,000 newspaper, magazine and other periodical advertisements, of which approximately 22,000 of the former and 27,000 of the latter were designated for further review as containing possibly false and misleading representations concerning the products advertised. For the purposes of this survey, 2,291 editions of representative newspapers and 1,452 editions of magazines and farm and trade journals of interstate distribution were procured for examination, while an average of 6,920 pages of radio script was read each working day.

A large majority of the radio and periodical cases thus developed were disposed of by the Commission's procedure under which an advertiser is extended the privilege of executing a stipulation to cease and desist from the use of false and misleading advertising practices involved.

The Commission states in its report that, in general, it has had the cooperation of publishers and broadcasters and has observed a desire on their part to aid in the elimination of false and misleading advertising.

## FEDERAL COMMUNICATIONS COMMISSION DOCKET

### HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, January 17. They are subject to change.

Monday, January 17

Further Hearing

WPAT—Frank Falknor and Rex Schepp (Transferors), Donald Flamm (Transferee), Paterson, N. J.—For transfer of control of North Jersey Broadcasting Co., Inc. (WPAT); 930 kc., 1 KW, daytime.

Tuesday, January 18

WNBZ—Upstate Broadcasting Corporation, Saranac Lake, N. Y.—Renewal of license, 1320 kc., 100 watts, daytime.

## FEDERAL COMMUNICATIONS COMMISSION ACTION

### APPLICATIONS GRANTED

Birney Imes, Jr., Tupelo, Miss.—Granted construction permit for new station to operate on 1490 kc., 250 watts, unlimited time. Exact studio and transmitter sites to be determined (B3-P-3555).

WBIR—J. W. Birdwell (Assignor), American Broadcasting Corp. (Assignee), Knoxville, Tenn.—Granted consent to voluntary assignment of license of station WBIR from J. W. Birdwell to American Broadcasting Corp. for a consideration of \$135,000 (B3-AL-394).

WHEB—R. G. LeTourneau (Transferor), Charles M. Dale (Transferee), WHEB, Inc., Portsmouth, N. H.—Granted consent to transfer control of WHEB, Inc., licensee of station WHEB, from R. G. LeTourneau to Charles M. Dale, for a consideration of \$60,000, representing 750 shares of capital stock issued and outstanding (B1-TC-343).

WTTM—A. Harry Zoog (Transferor), Elmer H. Wene (Transferee), Trent Broadcasting Corp. (Licensee), Trenton, N. J.—Granted consent to acquisition of control of Trent Broadcast Corporation, licensee of station WTTM, by Elmer H. Wene, for a consideration of \$6,468.75, representing 43 $\frac{1}{8}$  shares of capital stock (B2-TC-328).

WKNE—H. C. Wilder, Fred R. Ripley and George W. Smith (Transferors), M. S. Wilder and H. C. Wilder (Transferees), WKNE Corp. (Licensee), Keene, N. H.—Granted consent to acquisition of control of WKNE Corporation, licensee of station WKNE, by M. S. Wilder and H. C. Wilder, for a consideration of \$19,400 (B1-TC-339).

KLBN—Ben E. Stone, La Grande, Ore.—Granted modification of license to move main studio from Bouvy Building, 1120 $\frac{1}{2}$  Adams Ave., La Grande, to transmitter site (U. S. Highway No. 30, 1.3 miles from center of La Grande (B5-ML-1182).

KPHO—M. C. Reese (Assignor), Phoenix Broadcasting, Inc. (Assignee), Phoenix, Ariz.—Granted consent to voluntary assignment of license of station KPHO, from M. C. Reese to Phoenix Broadcasting, Inc., for a total consideration of \$60,000 (B5-AL-384).

WMCA-WIEH-WEIQ—Cosmopolitan Broadcasting Corp., New York City, N. Y.—Granted modification of relay stations licenses to change corporate name of licensee from Cosmopolitan Broadcasting Corp. to WMCA, Inc.

#### MISCELLANEOUS

KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Granted construction permit to increase nighttime power from 1 KW to 5 KW, subject to the following conditions: (1) That all reasonable complaints arising from interference attributable to the high signal intensity of KCMO in the Kansas City area will be satisfactorily adjusted; (2) That when materials and personnel are available, applicant will file an application for a permit and make necessary provision for change in location of the KCMO transmitter to a site conforming to requirements of the Standards of Good Engineering Practice; (3) That the directional antenna installed at that time will afford KTBS the same protection as now afforded KTBS during operation of KCMO with 1 KW power nighttime, provided KTBS makes provision to afford KCMO protection to the 2.5 mv/m nighttime contour of that station; and (4) That the directional antenna installed, pursuant to (3) above, will also restrict radiation in the direction of Sidney, Montana (KGCX), to the same value as is presently radiated in that direction with 1 KW.

KODY—Radio Station WOW, Inc., North Platte, Nebr.—Granted license to cover construction permit which authorized changes in transmitting equipment, change in frequency from 1460 to 1240 kc., change power from 1 KW to 250 watts and hours of operation from daytime to unlimited time (B4-L-1789). Granted authority to determine operating power by direct measurement of antenna power (B4-Z-1570).

WLAP-WKRB-WEGO-WEGE—American Broadcasting Corp. of Ky., Lexington, Ky.—Granted modification of license to change corporate name of licensee to American Broadcasting Corp. (B2-ML-1184; B2-MLRY-50; B2-MLRE-112; B2-MLRE-113).

The Commission has announced the grant of a request from WJJD, Inc., Chicago, Ill., for "opportunity for an early hearing to determine the applicability of Section 3.35 of the Commission's Rules and Regulations to the operation of Stations WJJD and WIND," the latter station being located in Gary, Indiana.

This is the first request for hearing filed pursuant to the Commission's announcement of its policy concerning multiple ownership of standard broadcast stations (Section 3.35).

The Commission is requesting that renewal license applications for these stations be filed on or before February 1 for consideration.

Valradio, Inc., El Centro, Calif.—Adopted Order granting petition for reinstatement, amendment and grant of application (B5-P-3546) for construction permit to install new transmitter, change frequency from 1490 to 1230 kc., and increase power from 100 to 250 watts, subject to the following condition: "At the expiration of the present national emergency, the applicant shall file an application for construction permit for authority to install a new antenna and ground system which will meet the minimum requirements of the Commission's Rules and Standards."

KEVE—Dr. J. R. Binyon and L. E. Wallgren (Transferors), A. W. Talbot (Transferee), Cascade Broadcasting Co., Inc. (Licensee), Everett, Wash.—Granted consent to transfer of control of Cascade Broadcasting Co., Inc., licensee of Station KEVE, from Dr. J. R. Binyon and L. E. Wallgren to A. W. Talbot, for a total consideration of \$22,500 (B5-TC-350).

KEVE—Cascade Broadcasting Co., Inc., Everett, Wash.—Granted construction permit to move transmitter and studio from Pacific Highway at 9th Street, Everett, Wash., to 2015 Jefferson Lane, S.E. of Yakima, Wash., and a site to be determined, respectively (B5-P-3559).

#### APPLICATIONS FILED AT FCC

##### 560 Kilocycles

KWTO—Ozarks Broadcasting Co., Springfield, Mo.—Acquisition of control of licensee corporation by Lester E. Cox, Ralph D. Foster, C. Arthur Johnson, L. M. Magruder, through purchase of 500 shares of common stock from Springfield Newspapers, Inc., H. S. Jewell, T. W. Duvall, Tams Bixby, Jr., Jeanne Bixby.

##### 770 Kilocycles

WJZ—Blue Network Company, Inc., New York, N. Y.—License to cover construction permit (B1-P-3532), which authorized move of main transmitter from Bound Brook, N. J., to Lodi, New Jersey.

WJZ—Blue Network Company, Inc., New York, N. Y.—Authority to determine operating power by direct measurement of antenna power.

##### 1240 Kilocycles

WLOK—The Fort Industry Co., Lima, Ohio.—Authority to determine operating power by direct measurement of antenna power.

##### 1260 Kilocycles

KGBX—Springfield Broadcasting Co., Springfield, Mo.—Acquisition of control of licensee corporation by Springfield Newspapers, Inc., through purchase of 250 shares of common stock from Lester E. Cox, Ralph D. Foster, C. Arthur Johnson, L. M. Magruder.

##### 1450 Kilocycles

WTBO—Associated Broadcasting Corp., Cumberland, Md.—License to cover construction permit (B1-P-3542), which authorized change in frequency and hours of operation.

WTBO—Associated Broadcasting Corp., Cumberland, Md.—Authority to determine operating power by direct measurement of antenna power.

KBPS—Benson Polytechnic School, R. T. Stephens, Agent, Portland, Oregon.—Modification of license to change hours of operation from sharing time with KXL to specified hours.

#### TELEVISION APPLICATION

NEW—William B. Still, trading as Jamaica Radio & Television Co., Jamaica, Long Island, N. Y.—Construction permit for a new experimental television station to be operated on 66000-72000 kc., 250 watts power and A3 and special emission.

#### MISCELLANEOUS APPLICATIONS

NEW—General Electric Company, near Belmont, Calif.—Construction permit for a new international broadcast station to be operated with 100 KW power.

WEMV—The WGAR Broadcasting Co., area of Cleveland, Ohio.—License to cover construction permit (B2-PRE-425), which authorized changes in equipment and change in frequencies and 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.

**Georges River Mills**—Violation of the Wool Products Labeling Act is alleged in a complaint issued against The Georges River Woolen Mills, Warren, Maine, engaged in the manufacture and sale of woolen fabrics. (5116)

**Dad's Root Beer Company**—A complaint has been issued charging Dad's Root Beer Co., 2800 North Talman Ave., Chicago, with falsely representing in radio, periodical and other advertising that root beer made from a concentrate it sells to dealers is a draft beverage and has a genuine draft flavor. (5111)

**Joseph Levy Clothing Manufacturing Company, Inc.;** Crawford Clothes, Inc.; Joseph Levy, David Levy and Frank Seidenwurm, officers and directors of both corporations, all of 34-02 Queens Boulevard, Long Island City, New York, operating stores in several States and selling men's suits and wearing apparel, are charged in a complaint with misrepresentation. (5112)

**Joseph Sperling, Inc.**—A complaint has been issued charging Joseph Sperling, Inc., 709 13th St., N. W., Washington, D. C., with misrepresentation in connection with the sale of women's fur coats. (5113)

**Prof. Valentine Greenwald**—Misrepresentation of therapeutic properties of a medicinal preparation designated "Herbaline," formerly known as "Nature Nervine," is alleged in a complaint against Valentine Greenwald, trading as Professor Valentine Greenwald, R.R. 1, Covington, Ky. The complaint alleges that the respondent falsely represents in newspapers and advertising literature that the preparation is a competent and effective treatment for nervousness, nervous dyspepsia, nervous debility, exhaustion, body weakness, insomnia, stomach trouble, painful nerves and certain mental conditions; and that it forms blood, strengthens the nerves and promotes health generally. (5114)

### CEASE AND DESIST ORDERS

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

**A. P. W. Paper Co., Inc.**, Albany, N. Y., manufacturer of toilet tissue and paper towels, has been ordered to cease and desist from commercial use of the Red Cross name and emblem in connection with the advertising and sale of its products. (4747)

**S. Friedman & Sons** and as Sunray Yarn House, 349 Grand St., New York, have been ordered to cease and desist from misrepresentation in the sale of yarn. (4891)

**Rock Crushers Assn., et al.**—An order has been issued prohibiting seven manufacturers and more than 300 distributors of rock crushing and other heavy construction machinery, and the two trade associations of which they are members, from maintaining or continuing a conspiracy which, the Commission found, has suppressed competition and tended to create in the respondents a monopolistic control over the prices of their products.

The order is directed against the Rock Crusher Manufacturers Association, Cedar Rapids, Iowa, and the Associated Equipment Distributors, National Press Building, Washington, D. C. It also names the secretaries of the Association, Arthur W. Daniels of the manufacturers and C. F. Winchester of the distributors, and the officers and directors of the latter group. (5026)

**J. Silverman & Associates**—An order to cease and desist from misrepresentation in the sale of printed mailing cards, designed for use in obtaining information concerning delinquent debtors, has been issued against Michel Lipman and Jack Silverman, trading as Chief Statistician and as J. Silverman & Associates, 821 Market St., San Francisco, and William Edgar Spicer, 302 Bond Bldg., Washington, D. C. (4809)

### STIPULATIONS

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

**A. P. S. Sales Co.**, 6331 Hollywood Blvd., Hollywood, Calif., and George A. Hirliman, R.K.O. Building, New York, entered into a stipulation to cease and desist from the use of false and misleading advertising in connection with the sale of a motion picture film entitled "Tell Your Children." The film, which also has been shown under other titles, such as "Reefer Madness" and "The Burning Question," purports to deal with the evil effects of marihuana cigarettes on adolescents. (3788)

**Resisto Tie-Makers**, Lombard and Paca Sts., Baltimore, entered into a stipulation to discontinue certain misrepresentations concerning the neckties they manufacture and sell. (3782)

### FTC CLOSES CASE

The Federal Trade Commission has closed the case growing out of the complaint against Arline F. Hoffman, trading as Bell's Homeopathic Pharmacy, 222 Greenwich Street, New York, selling and distributing a preparation designated "Bell's Liquo Garlic," advertised as a treatment for ailments of dogs and cats. The Commission has ordered the case closed without prejudice to its rights, should future facts so warrant, to reopen the case and resume trial thereof in accordance with its regular procedure.



## SCHEDULE OF DISTRICT MEETINGS

District	Day	Date	City	Hotel
8	Tuesday	February 1	Indianapolis, Ind.	Columbia Club
10	Friday-Saturday	February 4-5	Omaha, Nebraska	Fontenelle Hotel
14	Monday-Tuesday	February 7-8	Denver, Colorado	Cosmopolitan Hotel
16	Friday	February 11	Los Angeles, Calif.	Biltmore Hotel
13	Thursday	February 17	Dallas, Texas	Baker Hotel
12	Monday	February 21	Tulsa, Oklahoma	Hotel Tulsa
6	Thursday-Friday	February 24-25	Memphis, Tenn.	Peabody Hotel
3	Monday-Tuesday	February 28-29	Pittsburgh, Pa.	William Penn Hotel
2	Thursday-Friday	March 2-3	New York, N. Y.	

### IMPORTANT WAGE AND HOUR INTERPRETATION

As one of his final official acts before leaving NAB to become a Navy Lieutenant Joseph L. Miller requested of the Wage and Hour Public Contracts Division a clarification of their position regarding "talent fees" and their relation to "regular rate of pay." This is extremely important in determining the matter of overtime payments.

The following letter signed by L. Metcalf Walling, Ad-

ministrator of the Wage and Hour Public Contracts Division of the Department of Labor sets forth the official view:

"This will reply to your letter of December 21, 1943, in which you state that one of your members has called your attention to paragraph 24501.86, Volume 2, C.C.H. Labor Law Service (March 18, 1942) which has been cited by one of the attorneys of the Department as the basis for a ruling that *all* 'talent fees' paid to radio announcers should be included with salaries in determining the 'regular rate of pay.' You state you are under the impression as the result of a conference with me and one of the attorneys in the Solicitor's Office, that the cited ruling was not to be applied in the case of *all* 'talent fees' and that each case involving such fees would have to be considered on the basis of the facts involved and that some announcers for the purposes of the Fair Labor Standards Act were not employees of radio stations when they were working for a 'talent fee' from an advertiser or an agency. You inquire as to whether or not the impression you gathered from the conference is correct.

"It is my understanding that most announcers receive a weekly salary from the radio station in which they are employed. When, however, a sponsor of a program requests and obtains the services of a particular announcer thus employed the sponsor is required to pay to the station a 'talent fee.' The station then pays the announcer his weekly salary plus the fee. Such an arrangement is provided for in contracts between stations and the American Federation of Radio Artists. It is the Division's view that generally in such cases the announcer is the employee of the radio station and that the 'talent fee' paid the announcer is part of his regular compensation and the time spent by the announcer in performing such services constitutes hours worked for the radio station. However, this position is not an absolute one. In order to determine its applicability in a particular case, an examination of the facts in the case becomes necessary.

"Some of the factors which would be deemed significant as tending to establish an employer-employee relationship

(Continued on page 16)

### SPECIAL NAB BOARD MEETING

The Nominating Committee which was created by the Board of Directors at a special meeting in Chicago last July 30, held a meeting in New York on Friday (14) and announced that it is ready to make a report. This committee was authorized to consider and recommend to the Board the course to be followed with reference to the NAB presidency upon the expiration of President Neville Miller's present contract on June 30 of this year. At the committee's request a special meeting of the Board has been called at the Palmer House in Chicago on Wednesday and Thursday, February 2 and 3.

The committee consists of Don S. Elias, WWNC, Chairman; Paul W. Morency, WTIC; G. Richard Shafto, WIS; James D. Shouse, WLW; John J. Gillin, Jr., WOW; and J. O. Maland, WHO.



THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W.

WASHINGTON

Phone NAional 2080

Neville Miller, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

## IMPORTANT WAGE AND HOUR INTERPRETATION

(Continued from page 15)

between the radio station and the announcer with respect to work performed for which the 'talent fee' is paid, and which would lend support to the view that the extra compensation received by the announcer should be included in arriving at his regular rate of pay for purposes of computing overtime compensation are the following: the fact that the announcer is a regular employee of the station employed pursuant to the collective bargaining agreement; the agreement contemplates the performance of these extra tasks, and undoubtedly, obligates the announcer to perform them when directed to do so by the radio station; the agreement places upon the radio station the responsibility or obligation to pay the 'talent fee,' even though the sponsor is charged an additional sum for this service, the agreement for the performance of this extra work is made between the radio station and the sponsor and not between the announcer and the sponsor; when the announcer performs these services he is engaged in rendering a service which is a functional part of the business of the radio station; the radio station obtains a distinct benefit from the services performed by the announcer; the work is performed under the direction and control of the radio station. It is not necessary that all of these factors be present in each case to establish an employer-employee relationship. The presence of one or more of them in a particular situation may be sufficient along with other pertinent facts to prove the existence of an employer-employee relationship with respect to the talent fees.

"The regional offices of this Division are fully aware of the Division's position in this respect. However, if you desire me to review any opinion given by any specific regional office of the Division, I would be pleased to request the file in any such case which you desire to call to my attention and re-examine all the facts pertinent thereto."

## SALES MANAGERS EXECUTIVE COMMITTEE STUDIES RESULTS OF RETAIL PROMOTION PLAN

"The general reaction to the Retail Promotion Plan was very good," declared Dietrich Dirks of KTRI, Chairman of the Sales Managers Executive Committee, following a review of the comments and reports of radio stations in more than 100 cities by the Committee at its two-day meeting in New York on Tuesday and Wednesday (18-19).

During the course of the discussion of this project, it was the consensus of those in attendance that the presentation was generally better received in the smaller cities than in the larger ones; that exclusive retailers were very favorably impressed but that too many stations invited brokers, jobbers and others not primarily concerned with retailing. In its broad aspects, the Plan was adjudged the most constructive effort ever undertaken by the broadcasting industry.

After a thorough exploration of ways and means by which the Department of Broadcast Advertising can fol-

low up the favorable impression created by the Retail Promotion Plan, the Committee decided that an immediate survey and analysis of the advertising programs of department stores should be undertaken. This decision was based on an authentic report that department stores are allocating a substantially larger portion of their advertising budgets for the use of broadcast advertising in 1944. As soon as this preliminary survey is completed, specific plans will be made for a concentrated campaign in the retail field.

In connection with the proposed increased attention to be devoted to the use of broadcast advertising by retailers, the Committee recommended that an assistant to the Director of Broadcast Advertising be appointed to devote his full time to this field.

Because 35 to 40 cities have requested original or repeat showings of the Retail Promotion Plan, and since approximately 80 organizations or radio stations have sought the talking motion pictures, "America Takes to the Air" and "Why Radio Works," the Committee reviewed these films from the standpoint of combining both into a single motion picture. However, it finally decided to make them available in their present form on a rental basis of \$20.00 for the first showing in any community, and \$10.00 for each subsequent showing. All bookings for the pictures would be handled through the local or nearby station or stations that subscribed to the Retail Promotion Plan. The Committee feels that radio stations will be sufficiently interested in the promotional possibilities of these films to pay the nominal rental charges for showings in their areas.

Many radio stations, commenting favorably on the Retail Promotion Plan, urged the industry to prepare a 30-minute talking motion picture to tell the story of broadcasting and broadcast advertising. To hasten that activity, the Committee adopted a resolution, reading in part:

"... the Sales Managers Executive Committee suggests to the NAB Board of Directors that a committee consisting of members of the Sales Managers Executive Committee and the Public Relations Committee be appointed to investigate the possibilities of making a talking motion picture or some other suitable presentation that could be used by stations before schools, civic organizations, trade groups and for general consumer bookings through motion picture theatre channels."

At luncheon on the opening day, Jack B. Peix, Assistant General Manager, and Llewelyn Harries, Manager, Sales Promotion Division of the National Retail Dry Goods Association were guests of the Committee. Following the luncheon, Mr. Harries outlined several plans for increased co-operation of NRDGA and NAB.

On the morning of the second day, Maurice Mermey of Baldwin & Mermey, public relations counsel to the Proprietary Association, attended the meeting of the Committee and extended an invitation from the drug manufacturers to participate in the advertising clinic, to be held in New York on May 16, 1944, in conjunction with the Annual Convention of the Association. Mr. Mermey stated that these important radio advertisers would like to have the broadcasting industry tell them what is bad about their advertising, what can be improved and what is good.

Following a discussion of the invitation and further questioning of Mr. Mermey, the Committee unanimously agreed to participate in the clinic. Chairman Dirks will shortly appoint a Sub-committee to concentrate on this problem.

Since the NAB War Conference in Chicago in April, 1943, the Committee has been working on a so-called continuing discount clause that provided logical rates for the advertiser and rate protection for the station. The revised form submitted by the Secretary was altered slightly and unanimously adopted. The text follows:

"If this contract is renewed for identical service, without interruption, beyond a fifty-two (52) week period, the



same earned rate will be allowed for the duration of such extended, continuous service as the rate earned for the original fifty-two (52) week term. This provision shall not apply, however, for more than fifty-two (52) weeks from the effective date of any revision of rates or discounts."

The proposed clause will now be submitted to the American Association of Advertising Agencies for approval and then to the NAB Convention for action by the membership.

At the meeting of the Sales Managers Committee in Chicago in April, 1943, a resolution was unanimously passed, urging the preparation of a presentation to the automotive industry along the lines of the Retail Promotion Plan. Since the tour of the latter project is now nearly completed, the Committee reconsidered the automotive proposal. A decision was reached to table this study in favor of an investigation of the housing and motion picture fields as more logical prospects for broadcast advertising in the immediate and post-war periods.

Reviewing various suggestions for the improvement of broadcast advertising, the Committee condemned the practice of network, national spot and local advertisers in referring to programs on other stations or networks, competing with service on the station making the announcement. The Committee unanimously resolved that network and non-network advertisers be discouraged and ultimately denied the privilege of calling attention to another program on a competing station or network. Copies of the resolution will be forwarded to the Network Advisory Councils and to NAB member stations.

It was also generally agreed that the industry is opposed to the combination of two or more announcements of unrelated products in a single announcement. NAB member stations are urged to refuse such copy for broadcasting.

Similarly, a resolution was unanimously adopted condemning the practice of placing announcement schedules on alternating weeks, and of alternating unrelated products on a continuous schedule. Such service, usually placed in so-called participating programs, deprives the station of the opportunity to sell one or more classifications through the placement of a single contract. The Secretary was instructed to read this resolution at the forthcoming district meetings and to forward a copy to the District Chairmen of the Sales Managers Committee where such meetings will not be held.

The practice of some radio stations of scheduling too many announcements within a participating program was roundly condemned as distasteful to the listener and harmful to the advertiser.

Tentative plans were laid for the participation of the Sales Managers in the district meetings and in the NAB Annual Convention. To review these plans, the Committee has scheduled another meeting in March, which will probably be held in Chicago. The exact date will be announced later.

In addition to Chairman Dirks, C. K. Beaver of KARK; Arthur Hull Hayes of WABC; Walter Johnson of WTIC; James V. McConnell of WEA; John M. Outler, Jr., of WSB; and John E. Surrick of WFIL attended the meeting. Illness prevented W. B. Stuh of KOMO-KJR from being present, while Sam H. Bennett of KMBC was unable to obtain transportation. Lewis H. Avery, NAB Director of Broadcast Advertising, served as Secretary.

### DIRECTOR OF BROADCAST ADVERTISING TALKS AT ANNUAL CONVENTION OF NATIONAL MEN'S WEAR ASSOCIATION

The opening luncheon of the two-day Annual Convention of the National Men's Wear Association at the Hotel Pennsylvania in New York on January 17, 1944, featured talks by Lewis H. Avery, NAB Director of Broadcast Adver-

tising, and John B. Kennedy, noted Blue network news commentator. This was the first convention this important group of retailers had held in three years and more than 500 attended the luncheon.

After reviewing the probable post-war developments in the field of standard broadcasting, FM and television, Avery pointed out that more radio sets are in use today than ever before.

"Will they continue to listen in the post-war period?" he asked, answering the question, "Why not! Many people have discovered that radio provides more services than they were aware of before the war. What's more, radio executives are studying ways and means of bringing new and improved entertainment to the listener. They are trying to bring news to the listener faster and more accurately than it has been available in the past. And, I think you will agree, radio news service has been one of the highlights of the war period."

Then he turned to a discussion of the analysis of 174 successful retail users of broadcast advertising, as developed through research for the Retail Promotion Plan. (See Vol. 12, No. 2, pp. 8-9, of the NAB REPORTS, for a detailed description of the results of this study.)

### 32,500,000 RADIO FAMILIES—JAN. 1, 1944

The annual estimate of the National Association of Broadcasters Research Committee shows 60,000,000 radio receiving sets in the hands of the public of the United States, January 1, 1944.

The details of the estimate are as follows:

Radio families (having one or more sets) . . . . .	32,500,000
Extra sets in homes and sets in places of business, institutions, etc. . . . .	18,500,000
Auto Radios . . . . .	9,000,000
<b>Total Radio Receiving Sets . . . . .</b>	<b>60,000,000</b>

The NAB Research Committee is indebted to the Office of Civilian Requirements of the War Production Board and the U. S. Bureau of the Census for the figure of 32,500,000 radio families. The Census Bureau conducted a survey addressed to the public for the OCR to determine the experience of the public with certain household items which are scarce as a result of war. Radio sets were one of the items included in the survey.

The survey found that 89% of the nation's families possess radio sets. This percentage applied to the Census Bureau estimate of 36,550,000 families January 1, 1944, results in 32,500,000 radio families. The number of sets owned by the 32,500,000 radio families was disclosed in a breakdown of the 89% figure to the number having one set (58.9%), the number having two radios (24.1%), the number having three or more radios (5.8%), and those not reporting the number (.2%). The percentages applied produce a figure of 46,000,000 radios in the homes of 32,500,000 families.

Austin Grimshaw, director of the Civilian Relations Section of the OCR, in discussing the survey with the NAB, stated that he felt the Census Bureau had conducted a difficult survey in a most intelligent way. He also said that he had submitted the survey planning and results material to a number of research experts outside of government and had their opinions that the work in all detail was exceptionally well handled. NAB is grateful to Mr. Grimshaw and his associates for the cooperation shown in making the information available for industry use.

A comparison of the new figures with those produced last year indicates that the Research Committee may have been too conservative in its estimate of radio families, January 1, 1943 (30,800,000). However, a number of new developments in the radio market have occurred during the war

period. The freeze order of April 1942 stopped the manufacture of radio sets. Retailers had a substantial stock on their shelves but no replenishment possibility. That stock was pretty well depleted in 1942 in the low priced lines. Today the stock remaining is almost insignificant in number of sets and is confined to high priced models.

Another development is the used-set market. Retailers are advertising to buy old sets and to sell reconditioned sets. The OCR survey showed that during the last year 1.7% of the families interviewed bought sets. Of these approximately 0.9% bought new sets and 0.8% bought used sets. Still another development has been the "hand-me-down" dissipation of extra sets in homes. Newly created homes have not gone without radio because of the inability to buy a new set, because families or friends have provided many of the sets from the extra ones they owned. Still another development has been the conversion of auto and battery sets.

## NAB NEWS SUB-COMMITTEE MEETS WITH EDUCATORS

Standards of radio newscasting and news writing curricula will be discussed Friday, January 21, at the Waldorf-Astoria Hotel in an all day meeting between representatives of the National Association of State Universities and the National Association of Broadcasters.

Representing the special news committee of the NASU will be: Ralph D. Casey, director, school of journalism, University of Minnesota; Wilbur L. Schramm, director, school of journalism, Iowa State University, and I. Keith Tyler, director of radio, Ohio State University.

The NAB news committee sub-committee consists of: Paul White, director of public affairs, CBS; Bill Brooks, director of News and special events, NBC, and Walt Dennis, director of public relations and special events, WHN. Dennis continues on this committee as a carryover member from the time he was news bureau chief of NAB.

First official business of the NAB news committee, the establishing of standards in radio newscasting and news writing in schools and colleges was considered a "must" in any program of training competent radio news personnel, hence the appointment of the sub-committee at White's suggestion.

Tyler later recommended that the NAB group meet with the NASU members, specially appointed for this work by Howard L. Revis, president, Ohio State, and chairman of the NASU committee on radio broadcasting.

Representatives of the education departments of CBS and NBC have been invited to meet with the others Friday.

Radio news curricula already in effect in several schools and colleges will be studied and discussed, with recommendations for standards expected to materialize by meeting's end.

## INSPECTION OF RECORDS

The FCC has announced adoption of Order No. 118, proposing to amend Section 1.5 of its Rules of Practices and Procedure relating to Inspection of Records.

Provision is made in the Commission's Order for oral argument, if request therefor is filed with the Commission, to be held on March 1, 1944. As that time all interested persons will be given an opportunity to appear and present argument as to why the proposed rule should not be adopted or why it should not be adopted in the form proposed by Order No. 118.

Requests for oral argument shall be filed on or before February 16, 1944, and shall be accompanied by a brief.

Order No. 118 is:

### Order No. 118

At a meeting of the Federal Communications Commission held at its offices in Washington, D. C., on the 18th day of January, 1944;

WHEREAS, The Commission is of the opinion that public interest, convenience and necessity may be served by adoption of the following proposed rule:

Section 1.5—*Inspection of records*.—Subject to the provisions of sections 4(j), 213(f), 412 and 606 of the Act, the files of the Commission shall be open to public inspection as follows:

(a) Tariff schedules required to be filed under section 203 of the Act: valuation reports including exhibits filed in connection therewith, unless otherwise ordered by the Commission, with reasons therefor, pursuant to Section 213 of the Act; and annual and monthly reports required to be filed under section 219 of the Act.

(b) Contracts, agreements, or arrangements between carriers, filed pursuant to section 211(a) of the Act, except such contracts relating to foreign wire or radio communications which are marked confidential by the Commission.

(c) All applications and amendments thereto filed under title II and title III of the Act, including all documents and exhibits filed with and made a part thereof, whether by reference or otherwise, except reports filed pursuant to Section 1.361 of the Rules of Practice and Procedure; authorizations and certifications issued upon such applications, all pleadings, depositions, exhibits, reports filed pursuant to Section 43.1 of the Rules and Regulations, transcripts of testimony, examiners' reports, exceptions, briefs, proposed reports or findings of fact and conclusions, minutes, and orders of the Commission, excepting, however, any of the foregoing expressly designated by the Commission as confidential.

(d) In the discretion of the Commission, other files, including those excepted in subsections (a), (b) and (c) hereof, upon written request describing in detail the documents to be inspected and the reasons therefor.

WHEREAS, The Commission is of the opinion that it will best conduce to the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file briefs and to appear before the Commission and argue orally why the above proposal should not be adopted or why it should not be adopted in the form proposed by this order.

NOW, THEREFORE, IT IS HEREBY ORDERED, That, upon the written request of any interested person, oral argument be held before the Commission en banc on March 1, 1944, at 10:30 A.M., as to why the above proposed rule should not be adopted or why it should not be adopted in the form proposed by this Order. Such requests for oral argument shall be filed by all persons desiring to appear on or before February 16, 1944, and each such request shall be accompanied by a brief.

## STATIONS FAVOR CONTINUANCE BOND CAMPAIGN

Replies from 237 stations were received at NAB up to noon, Jan. 20, in response to the memorandum mailed all stations on Jan. 15. The memorandum covered the matter of the continued sale of War Bond transcribed programs immediately following the completion of the present campaign.

At the rate managers have responded the great majority of stations will have registered an opinion by the end of the week. Soon thereafter NAB will present the industry's opinion to Treasury officials and a decision should be forthcoming almost at once.

"Unofficially, it looks good, but no promises," was the view expressed by Arthur Stringer, secretary of the special NAB committee that has the matter in hand.

## Over 750 Stations Ask for War Bond ETs.

As of Monday, Jan. 17, over 750 stations had requested the Treasury to ship the quarter hour and five minute transcription for local sale during the 4th War Loan campaign.

Typical of station reaction is the statement by Managing Director Ralph Elvin, WLOK: "Our supply of ETs, both in the 15-minute and 5-minute sizes, has been over-subscribed by local sponsors, and we shall have no difficulty in selling War Bond shows commercially after the present drive has ended. We are particularly enthusiastic about continuing this proposition."

## RADIO COUNCILS ACTIVE

Mrs. Dorothy Lewis, NAB Coordinator of Listener Activity, has been advised of the activities of several Radio Councils in widely scattered areas.

On January 15 the Intermountain Radio Council held a planning meeting in Salt Lake City. Dr. John A. Wahlquist, President of the University of Utah, is President of this Council.

The Radio Council of Greater Kansas City met for a mid-winter Conference on January 10. Mrs. R. O. Baker, President, advises that the Council discussed a project to issue a listing of children's programs available in this area.

At a meeting of the Boston Radio Council on January 11 Roy Harlow and Robert Burton of BMI and Edgar Kobax, General manager Blue Network, spoke. Haward LeSourd, Dean of the Graduate School of Boston University and council president, reports that a full discussion of the Petrillo matter was had.

The Executive Board of the New Jersey Radio Council met on January 6 to discuss the forthcoming report of their Radio Education Committee and to arrange for the spring meeting scheduled for March 1.

The Philadelphia Council is scheduled to meet on January 22. Mrs. Lewis and representatives of stations will be in attendance.

## IMPORTED U. S. RADIOS AND DOMESTIC PRODUCTION MAINTAIN LISTENING IN BRITAIN

### Government Considers Matter of National Importance

The British government which has always recognized that the maintenance of radio reception is a "matter of national importance," has already augmented domestic production by importation of 10,000 receivers from the United States.

"The Wireless & Electrical Trader," London, in its December 18, 1943, issue said in part:

"The following authoritative statement on radio receiver supplies has now been issued by the Radio Manufacturers' Association, with the approval of the Board of Trade:

"The maintenance of broadcast listening has always been recognized by the Government as a matter of national importance, but with the radio industry fully engaged on work of the highest priority, difficulty has had to be overcome in planning the production required to replace worn-out sets and those destroyed by enemy action.

"The radio industry has been given authority to complete receivers which were left partly finished when the manufacturers changed over to the production of radio-location equipment and other war requirements. 75,000 civilian sets still required completion on September 30, and these will be made available as soon as possible.

"In view of the inadequacy of this quantity to meet present demands, arrangements have been made to import a substantial number of sets from America, and about 10,000 have already arrived in this country. The imported sets are of widely varying types and the work of testing and repairing when necessary to ensure suitability for the British market is in hand, and it is anticipated that the majority of these sets and also the 75,000 British sets will be on the market early in 1944."

## INFORMATION WANTED

The NAB has received word that the Rodin Publishing Company is distributing jackets advertising "The Rape of Radio," which jackets contain an unauthorized endorsement attributed to Neville Miller. It will be appreciated if anyone who has seen such jackets will communicate with NAB Headquarters.

## FEDERAL COMMUNICATIONS COMMISSION DOCKET

### HEARINGS

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

Tuesday, January 25

WJAX—City of Jacksonville, Jacksonville, Fla.—C. P. to install auxiliary transmitter; 930 kc., 100 watts, for auxiliary purposes only.

Thursday, January 27

Further Hearing

WPAT—Frank Falknor and Rex Schepp (Transferors), Donald Flamm (Transferee), Paterson, N. J.—For transfer of control of North Jersey Broadcasting Co., Inc. (WPAT); 930 kc., 1 KW, daytime.

## FEDERAL COMMUNICATIONS COMMISSION ACTION

### APPLICATIONS GRANTED

Bert Horswell, Beverly Gordon Horswell, and The Pauline Mayer Gordon Estate (transferors), Billy A. Laurie, Leita Moye Laurie and Ben A. Laurie (transferees), Palestine Broadcasting Corp. (licensee), Palestine, Texas.—Granted consent to transfer of control of Palestine Broadcasting Corp., licensee of Station KNET, from Bert Horswell, Beverly Gordon Horswell and The Pauline Mayer Gordon Estate, to Ben A. Laurie, Billy A. Laurie, and Leita Moye Laurie, by the transfer of 100 percent of the issued and outstanding capital stock for a total consideration of \$7,800 (B3-TC-346).

Daniel David Palmer (transferor), B. J. Palmer, Mabel Palmer, Daniel David Palmer and William M. Brandon, trustees (transferees), Central Broadcasting Co. (licensee), Des Moines, Iowa.—Granted consent to transfer of control of Central Broadcasting Co., licensee of Station WHO, from Daniel David Palmer to B. J. Palmer, Mabel Palmer, Daniel David Palmer and William M. Brandon. No monetary consideration is involved (B4-TC-338).

Blanfox Radio Company, Harlan, Ky.—Granted construction permit to change frequency from 1450 kc. to 1230 kc., and make changes in antenna and ground system; granted subject to approval of antenna (B2-P-3556).

## LICENSE RENEWALS

The Commission granted renewal of the following standard broadcast station licenses for the period beginning February 1, 1944, and ending in no event later than November 1, 1946:

KFEQ, St. Joseph, Mo.; KFUE, Clayton, Mo.; KLCN, Blytheville, Ark.; KMMJ, Grand Island, Nebr.; KSKY, Dallas, Texas; KTRB, near Modesto, Calif.; WEW, St. Louis, Mo.; WKAR, East Lansing, Mich.; WNAD, Norman, Okla.; WNYC and auxiliary, New York, N. Y.; WOI, Ames, Iowa; KTKC, near Visalia, Calif.; KXA, Seattle, Wash.; WCAL, Northfield, Minn.; WFAA, Dallas, Texas; WGY and auxiliary, Schenectady, N. Y.; WHAS, Louisville, Ky.; WHDH and auxiliary, Boston, Mass.; WLAW, Lawrence, Mass.; WLB, Minneapolis, Minn.; WOSU, Columbus, Ohio; WPTF and auxiliary, Raleigh, N. C.; WRUF, Gainesville, Fla.; WSBA, north of York, Pa.; WSON, near Henderson, Ky.

KOTN—Universal Broadcasting Corp., Pine Bluff, Ark.—Granted renewal of license for the period ending not later than December 1, 1945 (B3-R-824).

WMJM—Cordele Dispatch Publishing Co., Inc., Cordele, Ga.—Granted renewal of license for the period ending not later than December 1, 1945 (B3-R-1091).

Granted renewal of following experimental television broadcast station licenses for the period beginning February 1, 1944, and ending not later than February 1, 1945:

W2XGE, W2XI, General Electric Co., Schenectady, N. Y.; W6XAO, Don Lee Broadcasting System, Hollywood, Calif.; W6XDU, Don Lee Broadcasting System, area of Los Angeles, Calif.

WRGB—General Electric Co., Schenectady, N. Y.—Granted renewal of license for the period beginning February 1, 1944, and ending not later than February 1, 1945 (B1-RCT-2).

## DESIGNATED FOR HEARING

Southwest Broadcasting Co. (licensee), Albert Stetson (transferor), KTAR Broadcasting Co. (transferee), Prescott, Arizona.—Designated for hearing application for transfer of control of Southwest Broadcasting Co., licensee of Station KYCA, from Albert Stetson, transferor, to KTAR Broadcasting Co., transferee. Commissioner Craven dissented (B5-TC-276).

## MISCELLANEOUS

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—Granted petition for continuance of hearing on application for renewal of license from January 18 to February 9.

WKY—WKY Radiophone Co., Oklahoma City, Okla.—Granted modification (B3-MP-1731) of construction permit authorizing move of transmitter, increase in power and installation of directional antenna for night use, for extension of completion date to 7-20-44.

KVOS—KVOS, Inc., Bellingham, Wash.—Granted license to cover construction permit authorizing change in frequency from 1230 to 790 kc., on condition that applicant will file an appropriate application requesting authority to operate at a new location substantially in accordance with the terms of the original permit, as soon as materials and equipment are available (B5-L-1785). Also granted authority to determine operating power by direct measurement of antenna power (B5-Z-1567).

KXYZ—Harris County Broadcast Co., Houston, Texas.—Granted authority to determine operating power by direct measurement of antenna power (B3-Z-1573).

KPRC—Houston Printing Corp., Houston, Texas.—Granted authority to determine operating power by direct measurement of antenna power (B3-Z-1572).

WRGG—Rome Broadcasting Corp., area of Rome, Ga.—Granted renewal of relay broadcast station license for a period ending December 1, 1945.

KEHR—Donald C. Treloar, area of Kalispell, Mont.—Granted renewal of relay broadcast station license for a period ending December 1, 1945.

The Commission granted petition of August G. Heibert, licensee of Class I experimental facsimile station K7XSB, Fairbanks, Alaska, for extension of authority to operate that station as a relay broadcast station for the transmission of programs to the United States for the period ending June 30, 1944; conditions.

## APPLICATIONS FILED AT FCC

### 690 Kilocycles

KGGF—Hugh J. Powell, Coffeyville, Kansas.—Modification of construction permit (B4-P-3519), which authorized installation of a new transmitter for extension of completion date from 2-22-44 to 4-22-44.

### 770 Kilocycles

WJZ—Blue Network Co., Inc., New York, N. Y.—License to cover construction permit (B1-P-3533), which authorized move of auxiliary transmitter, installation of new transmitter and antenna, and change in power.

WJZ—Blue Network Co., Inc., New York, N. Y.—Authority to determine operating power by direct measurement of antenna power.

### 830 Kilocycles

WNYC—City of New York, Municipal Broadcasting System, New York, N. Y.—Extension of special service authorization to operate additional time between 6 a. m., EST, and sunrise, and between the hours of sunset at Minneapolis, Minn., and 10 p. m., EST, using directional antenna for the period beginning 2-1-44.

### 1010 Kilocycles

KWBU—Baylor University and Carr P. Collins, Corpus Christi, Texas.—Voluntary assignment of construction permit (B3-P-3524) to The Century Broadcasting Company.

### 1380 Kilocycles

KWK—Thomas Patrick, Inc., St. Louis, Mo.—Transfer of control of licensee corporation from Grace C. Convey to Robert T. Convey, through retirement of 130 shares of outstanding stock and dissolution of voting trust.

### 1490 Kilocycles

NEW—South Bend Broadcasting Corp., South Bend, Ind.—Construction permit for a new broadcast station on 1490 kc., 250 watts, unlimited time.

## FM APPLICATION

NEW—WJIM, Incorporated, Lansing, Mich.—Construction permit for a new high frequency (FM) broadcast station on 47700 kc., coverage 3,800 square miles.

NEW—Hilderth & Rogers Co., Lawrence, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44900 kc. with coverage of 2,970 square miles.

NEW—The New York Times Co., New York, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45500 kc. with coverage of 8,250 square miles.

## TELEVISION APPLICATION

NEW—Industrial Tool & Die Works, Inc., Minneapolis, Minn.—Construction permit for a new experimental television broadcast station to be operated on 78000-84000 kc., A5 and special emission with power of 5 KW for visual and 3 KW for aural.

## MISCELLANEOUS

NEW—National Broadcasting Co., Inc., Hollywood, Calif.—License to cover construction permit (B5-PRY-293), which authorized construction of a new relay broadcast station.

WOOC—Columbia Broadcasting System, Inc., Wayne, N. J.—License to cover construction permit (B1-PIB-52) for new international broadcast station.

WOOW—Columbia Broadcasting System, Inc., Wayne, N. J.—License to cover construction permit (B1-PIB-51) for new international broadcast station.

KGBK—Helen Townsley (area of Great Bend, Kans.).—Voluntary assignment of license to KVGB, Inc.

# 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.

**General Baking Co.**, 420 Lexington Ave., New York, manufacturer and processor of bakery products, including "Bond Bread," is charged in a complaint with violating Section 2 (d) of the Robinson-Patman Act by paying its preferred customers for rendering advertising services and facilities without making such payments available on proportionally equal terms to all other competing customers. (5115)

**Rucker's Imperial Breeding Farm, Inc.**—A complaint alleging unfair and deceptive acts and practices in connection with the sale of baby chicks has been issued against Rucker's Imperial Breeding Farm, Inc., Ottumwa, Iowa; Famous Poultry Farms, Inc., Shenandoah, Iowa; Hillview Poultry Farms, Inc., Bethany, Missouri; and Ross R. Salmon, who is an officer of and owns a greater part of the stock in the three corporations and formulates, directs and controls their practices and policies. (5117)

## STIPULATIONS

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

**G. Bernardi**, 1375 Euclid Ave., Cleveland, Ohio, trading as Benaris and selling a drug preparation designated "Benaris," stipulated that he will discontinue disseminating any advertisement which fails clearly to reveal that the too frequent or continued use of the preparation may cause nervousness, restlessness or sleeplessness; that persons suffering from high blood pressure, heart disease, diabetes, thyroid trouble or having a high fever should not use it except on advice of a doctor; that when a cough or hoarseness has persisted for 10 days it should not be used without securing a doctor's advice; and that its excessive use may cause injury to the lungs. However, the stipulation provides that such advertisement need only contain the statement, "CAUTION, Use Only As Directed," if the directions for use, whether on the label or in the labeling, contain a warning to the same effect. (03181)

**Joseph Burger**, 2067 Third Ave., New York, manufacturer of "Staturaid" shoes, has entered into a stipulation to discontinue representing that the shoes, which are designed solely to give an appearance of increased height, will improve posture, benefit health or provide assurance of either health or better posture. (3787)

**Edwin K. Latz, et al.**—A stipulation to discontinue false and misleading representations concerning a preparation designated

"Milky Wayve Permanent Wav Solution" has been entered into by Edwin K. Latz, Israel A. Latz and Sidney Seligman, trading as Seligman & Latz, 745 Fifth Ave., New York. (03186)

**Montrose Sales Co., Inc.**, trading as Montrose Products Co., 2036 Montrose Ave., Montrose, Calif., stipulated that it will cease and desist from representing that the medicinal preparation it sells under the name "Bel-Din" will have any effect on the symptoms of asthma, unless cardiac asthma is specifically excluded, or that it will relieve the symptoms of bronchial asthma beyond such effect as it may have in easing the difficulty in coughing and breathing. The stipulation also was entered into by Guenther Bradford & Co., 15 East Huron St., Chicago, an advertising agency that disseminated advertisements of Bel-Din. (03185)

## CEASE AND DESIST ORDERS

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

**Home Diathermy Co., Inc.**, 1780 Broadway, New York, Home Diathermy Co., Inc., 15 Public Square, Wilkes-Barre, Pa., Arnold Steindler and Isadore Teitelbaum, individually and as officers of both corporations, have been ordered to cease and desist from unfair and deceptive acts in commerce which involved misrepresentation of a Federal Communications Commission order relating to the registration of diathermy apparatus. (4901)

**Kol-Tone Manufacturing Co.**, 6621 University Drive, University City, Mo., has been ordered to cease and desist from representing that Kol-Tone, a chemical spray designed for use on bituminous coal, increases the efficiency of coal, causes it to produce more heat or results in any saving in fuel costs. (4515)

**L. A. Schwarz**, 404 Dwight Building, Jackson, Mich., who operates a collection agency and trades as Continental Forwarding System and Southern Michigan Collection Service, has been ordered to cease and desist from unfair and deceptive acts and practices in the conduct of his business. (5058)

## FTC CLOSES CASE

The Federal Trade Commission has closed without prejudice the case growing out of its complaint against E. R. Squibb & Sons, 745 Fifth Ave., New York, charged with disseminating advertisements which failed to reveal the potential danger in the use of a laxative preparation designated "Granaya with Cascara" when taken in the presence of symptoms of appendicitis.

The case was closed after the respondent entered into a stipulation with the Commission to discontinue the practices charged in the complaint. In the stipulation the respondent agrees to cease and desist from disseminating any advertisement which fails to reveal that the preparation should not be used when abdominal pain, nausea or other symptoms of appendicitis are present; provided, however, that the advertisement need only contain the statement, "CAUTION: Use Only as Directed," when the directions for use, whether they appear on the label or in the labeling, contain a warning to the same effect.





1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 12, No. 4, January 28, 1944

## POLICY ON C.P.'s CLARIFIED

The War Production Board and the Federal Communications Commission have issued statements this week with respect to the policy to be followed on applications for authorization to construct or change radio facilities which involve the use of critical materials. The FCC statement reads:

"Upon consideration of a further report and recommendation of its Committee on Critical Radio Materials, and recommendations of the War Production Board, the Commission on January 18, 1944 determined that a further statement should be made with respect to policy in the consideration of applications for authorizations to construct or change radio facilities involving the use of materials.

"Present indications are that despite the tremendous expansion of radio production that has taken place in the last two years, the large burden on the industry of meeting military needs will not permit production of equipment for new stations or the expansion of existing stations. All orders and practices looking toward the conservation of equipment (such as Order 107, relating to operation with reduced power) should be retained in full force and effect. It would not be in the public interest to issue and have outstanding permits for authorizations the terms of which cannot be met within a reasonable period.

"The Commission will give consideration to the issuance of conditional grants upon applications where it is shown (1) that a grant will serve an outstanding public need or national interest; (2) that the operation proposed is consistent with the provisions of the Rules and Regulations of the Commission and the conditions and standards prescribed in the Act; and (3) that, after due consideration of the policies and orders of the War Production Board and the facts with respect to existence or availability of necessary materials, there is reasonable prospect that the proposed operation in the vicinity in question can be provided for without substantial delay. The procedure to be employed is as follows:

- (1) When a conditional grant is authorized, applicant will be notified to that effect and advised that a permit will not be issued until applicant has satisfied the Commission with respect to the following within 90 days<sup>1</sup> of notice of conditional grant:
  - (a) By evidence in writing from the War Production Board that any authorization of that Board necessary to carry the construction to completion has been obtained or that none is required.
  - (b) That applicant is in position to complete all construction necessary to the proposed operation within a reasonable period.
  - (c) Acceptance of the grant upon these conditions has been submitted in writing within 20 days of date of notice of grant.

<sup>1</sup> This time may be extended to a maximum of not to exceed 120 days from the date of notice of intent to grant upon a satisfactory showing that there is reasonable assurance that the conditions can be met in the time specified.

- (2) Upon a showing that satisfies the conditions prescribed in the conditional grant, the Commission will issue a regular authorization.
- (3) If applicant fails to satisfy the conditions within the time allowed, the application will be designated for hearing or given such further consideration as may be found appropriate.

"An applicant desiring any further consideration of an application for radio facilities or change in facilities which has been dismissed without prejudice pursuant to the Memorandum Opinion of February 23, 1942, or any one or more of the other statements of policy which have been issued with regard to equipment, may submit a petition for reinstatement of such application within 60 days hereof accompanied with amendments and supplemental information appropriate to any change in circumstances.

"This statement is not to be construed as an invitation for the filing of applications; the policy set forth is intended only to permit grants that will serve an outstanding public need or national interest, as indicated in this statement."

The WPB announcement follows:

"The procedure provides that upon approving an application, FCC will give the applicant a conditional grant, subject to WPB approval for construction or modification of facilities. A permit will be granted by FCC after these conditions are satisfied. The procedure defines more clearly the fields of operation of the two agencies and is the product of mutual study of problems of handling new facilities applications.

"The WPB announcement came simultaneously with the issuance by FCC of a supplemental statement of policy concerning applications for radio station permits.

"The FCC statement of policy is not to be construed as an invitation for the filing of applications, the agencies emphasized, but only to permit grants that will serve an outstanding public need or the national interest in the war effort.

"The Radio and Radar Division of WPB pointed out that FCC policy does not mean a relaxation of WPB policy, which is dictated by the need for conservation of manpower, materials and manufacturing facilities of radio equipment and maintenance supplies. Present indications are that despite the tremendous expansion of radio production in the past two years, the requirements of the armed forces in 1944 are half again as large as in 1943. This large demand on the industry will not allow more than minimum essential production of additional equipment for new stations or the expansion of existing station, the Division said.

"WPB efforts are now being directed primarily to provide existing broadcasting stations with essential replacement equipment such as microphones, turntables, audio amplifiers and recording equipment. It is felt that before equipment is made available to new stations, existing stations should be provided with such equipment as is needed to maintain the service they have been offering in the past.

"However, an applicant desiring further consideration of an application for radio facilities or change in facilities which has been dismissed by FCC pursuant to its Memorandum Opinion of February 23, 1942, and any later state-

(Continued on page 24)



1760 N St., N.W.

WASHINGTON

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Neville Miller, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

## POLICY ON C.P.'s CLARIFIED

(Continued from page 23)

ments of policy which halted granting of wartime applications, may submit a petition for reinstatement of such application to FCC within 60 days of January 26, 1944, the date of issuance of the supplemental statement of policy by FCC. The petition should be accompanied with amendments and supplemental information appropriate to any change in circumstances.

"WPB said that FCC Order 107, issued December 1, 1942, which reduced the power used by radio stations, had been very effective in reducing the replacement parts needed by stations without any noticeable impairment of service, and recommended to FCC that this Order be kept in effect.

WPB is ready to review any application for materials presented to it, and if special circumstances justify unusual action, WPB will be governed accordingly.

WPB orders restrict radio construction in the following ways:

1—General Limitation Order L-265 prohibits the transfer of electronic equipment from a supplier or manufacturer unless the order bears a preference rating of A-1-A or better. A rating of AA-4 or better is required for manufacture of such equipment.

2—General Limitation Order L-41 requires an authorization to start construction if the cost of construction is over \$200.

3—Authorization must also be obtained from the Office of War Utilities to install power and telephone lines.

4—Several other orders cover the transfer of materials, such as copper, even though they may be surplus stock.

WPB said it could not adopt a policy of granting applications merely because all required radio equipment was "on hand" or "available." Such applications will be reviewed carefully. Construction may be authorized in those cases where it is felt the use of labor and materials will aid the war effort or existing services.

## VOLUNTARY CENSORSHIP TIGHTENED

Byron Price, Director of the Office of Censorship, has issued a statement on voluntary censorship which is of deep significance to all broadcasters. Mr. Price's statement follows:

"The coming invasion of Europe confronts voluntary Censorship with its greatest single responsibility. There is no way to conceal from the enemy that an invasion is in prospect, or that the British Isles will be used as a base. What we must protect at all hazards is information of the time and place of attack, the strength of the attacking force, and its technical makeup and equipment.

"This is not a field for the customary competitive news-gathering. No American newspaper man or broadcaster will want the distinction of being first to disclose where, when and how our troops will strike. But no one should forget for a moment that inadvertent disclosures are exactly as valuable to the enemy as deliberate disclosures.

"In every reference to the coming operations you are

earnestly requested to keep in mind the Code provisions against publication or broadcast, without appropriate authority, of:

1. Secret war plans;
2. Movement of ships and troops, (including movements or shifts of high officers and personnel known for specialized activities);
3. Allied or enemy secret weapons and equipment and counter measures of defense. Weapons and defense measures of the enemy are included because it would be to his advantage to know how good our intelligence is.
4. International negotiations which concern military operations.

"Special precautions are necessary regarding information from abroad which bears on the invasion and involves any of the subjects listed above. No such information should be published or broadcast in this country if the enemy would be informed thereby. Information in the listed categories coming direct from a neutral or allied country but which might not be generally available in that country, should be submitted to the Office of Censorship before use. This restriction does not apply to material from enemy countries; material originating in the British Isles and cleared by British Censorship; material cleared by Allied Military Censorship overseas; or material which already has been published, sent by radio, or otherwise generally disseminated in any area abroad. The test should be, 'Does the enemy know this?'

"All speculation about the invasion should be kept strictly within the limits laid down in the Codes and no device of speculation or prediction used to disclose restricted information. Bear in mind that it is always hazardous, in connection with future operations, to mention dates, even by month or season; or to point out the likelihood or desirability of a landing in one country or on one particular section of the coast; or to forecast how many troops or units will be employed.

"Opinion on these subjects should be labeled as opinion, and no attempt to set forth actual expectations of the high command should be made (except in case of formal official announcement) without prior reference to this office.

"The appropriate authority for any disclosure within the restricted list must be of absolutely unquestioned standing if security is to be protected. We need urgently a complete moratorium on backstairs gossip and hair-line authenticity regarding this critical battle. In case of the slightest doubt, consult the Office of Censorship. Let us have no black market in information so dangerous to American life.

"Recently the Codes have been relaxed in several respects but in no respect which touches the fortunes of General Eisenhower's invading Army. Please take no chances."

## NAB REVISES LEGISLATIVE RECOMMENDATIONS

Revised recommendations respecting the provisions of the White-Wheeler Bill to amend the Communications Act were submitted to the members of the Senate Interstate Commerce Committee this week, through President Neville Miller. Printed copies of these recommendations will be mailed to all radio station managers early next week as soon as they are off the press.

## FCC APPROPRIATIONS

The Independent Offices Appropriations Bill for 1945 reported out of the House Appropriations Committee on Wednesday, included an appropriation of \$6,716,843 for the FCC. This contrasts with a budget estimate submitted by the Commission of \$8,371,700, and an appropriation for the 1944 fiscal year of \$7,609,914. Thus the FCC appropriation as reported is \$893,071 less than the 1944 appropriation and \$1,654,857 less than the budget estimate for 1945.



## FM BROADCASTERS MEET

FM Broadcasters, Inc., staged its Fifth Annual Meeting at the Commodore Hotel, New York, on Wednesday and Thursday (26-27) this week. The meeting was opened by President Walter J. Damm, who reported on the history and activities of FMBI. He was followed by Philip G. Loucks who reviewed legislation as it affects FM broadcasters. C. M. Jansky, Jr., gave a report outlining the engineering advantages of FM broadcasting.

A discussion of the outlook of set and transmitter manufacturers and their future plans with reference to production was held.

General Electric was represented by W. R. David and C. R. Barhydt. Crosley Corporation was represented by James S. Rasmussen; RCA, by Dr. C. B. Jolliffe; Zenith Radio Corporation, by J. E. Brown; REL, by Charles Srebroff; Stromberg Carlson Company, by Lee McCanne; Freed Radio Corporation, by Arthur Freed; and Graybar Electric, by F. R. Lack.

James Lawrence Fly, chairman of the Federal Communications Commission was the luncheon speaker.

Following luncheon, Major Edwin H. Armstrong spoke on the topic, "What, How and Where", a look into the future of FM broadcasting. FMBI's relation to the Radio Technical Planning Board was discussed by Dr. W. R. G. Baker.

A review of what an advertising agency found out about FM as a result of its own survey was given by P. H. Pumphrey of Maxon Agency.

"FM Plans of the Office of Education" was the subject of a talk by William D. Boutwell.

The American network tendered a cocktail party at the close of the afternoon session.

The conference wound up on Thursday with a roundtable discussion at which questions, which had been previously submitted, were answered by Major Edwin H. Armstrong, Paul A. de Mars, C. M. Jansky, Jr., Philip G. Loucks, John Shepard, 3rd, Walter J. Damm, and Lt. E. K. Jett and George Adair of the FCC.

A luncheon meeting for members of FMBI exclusively was followed by a Board meeting.

NAB was represented at the convention by President Neville Miller and Robert T. Bartley, Legislative Assistant.

## IDENTIFICATION BREAK WAIVED

Upon request of the National Foundation for Infantile Paralysis, Inc., and the networks, the Commission on January 25 granted waiver of its Rules so as to permit elimination of identification break during the period 11:15 P. M. January 29 to 12:15 A. M. January 30, only, while broadcasting the President's birthday celebration.

## PUBLIC RELATIONS SESSIONS PLANNED

Sessions on public relations at the 1944 NAB membership meeting were planned by the Public Relations Committee in New York City January 20-21, Edgar Bill, WMBD, Chairman, announced.

Industry public relations will also be discussed at the forthcoming NAB district meetings, where Willard D. Egolf, Assistant to the President, will present a working draft of a public relations manual for broadcasters which has been under consideration by the committee for several months.

The committee accompanied Neville Miller to the Radio Executives Club luncheon on January 20 when he discussed new radio legislation.

In the afternoon the committee heard a general review of activities and planned 1944 on the basis of the "Working Plan of Public Relations for the Broadcasting Industry," approved in the Fall.

A day was devoted to a discussion of the work of Dorothy Lewis, NAB Coordinator of Listener Activity, which embraces children's programs, national organizations, radio in education, radio councils and the NAB Association of Women Directors. Following her report the committee assisted Mrs. Lewis in planning her activities for 1944.

A number of specific suggestions were considered by the committee in its two day session, some to be investigated further, others for immediate announcement. Wider use by the industry of the emblem, "Radio, in Service of Home and Nation," was recommended for use on stationery, displays, promotion pieces and decorations. More dramatization of radio and radio heroes in the war is recommended. The committee, after listening to an audition of

## DISTRICT MEETINGS ALL SET

Next week marks the beginning of the series of district meetings. Some changes have been necessary in order to make proper arrangements. The meeting of the Second District at New York, will be held at the Roosevelt Hotel.

Director Roy Thompson of the Third District has changed the date of his meeting to March 6-7. It will be held at the William Penn Hotel in Pittsburgh.

Following is the full schedule:

<i>District</i>	<i>Day</i>	<i>Date</i>	<i>City</i>	<i>Hotel</i>
8	Tuesday	February 1	Indianapolis, Ind.	Columbia Club
10	Friday-Saturday	February 4-5	Omaha, Nebraska	Fontenelle Hotel
14	Monday-Tuesday	February 7-8	Denver, Colorado	Cosmopolitan Hotel
16	Friday	February 11	Los Angeles, Calif.	Biltmore Hotel
13	Thursday	February 17	Dallas, Texas	Baker Hotel
12	Monday	February 21	Tulsa, Oklahoma	Hotel Tulsa
6	Thursday-Friday	February 24-25	Memphis, Tenn.	Peabody Hotel
2	Thursday-Friday	March 2-3 *	New York, N. Y.	Roosevelt Hotel
3	Monday-Tuesday	March 6-7 *	Pittsburgh, Pa.	William Penn Hotel

"Report on Wartime Radio," CBS transcription featuring Kate Smith, Ted Collins and cast, went on record urging its widest possible use by stations. "On the Air" thirty minute sound film history of radio produced for Westinghouse, Inc., received enthusiastic endorsement and stations are requested to assist Westinghouse dealers in their communities in arranging public showings, where there are not Westinghouse stations to perform that service.

Attending the meeting were: Edgar Bill, WMBD Chairman; Craig Lawrence, KSO; Kern Tips, KPRC; John F. Patt, WGAR; Leslie W. Joy, KYW; Edgar H. Twamley, WBen; Dr. Frank Stanton, CBS; Sheldon Hickox, NBC (representing Frank M. Russell, NBC, Washington.) Lawrence W. McDowell, KFOX, was unable to attend. Neville Miller, Willard D. Egolf and Dorothy Lewis attended from NAB.

### EGOLF ADDRESSES RADIO COUNCIL OF GREATER CLEVELAND

At the invitation of the Radio Council of Greater Cleveland, Willard D. Egolf, NAB Assistant to the President, addressed that group, one of the largest and oldest councils on radio in the United States, Thursday, January 27, on the subject, "Are You Down In Freedom's Book?"

Handling of this subject included definition of the personal obligations of American citizens under the war-wrought concept of freedom, compared to the obligation of a great public service institution such as radio to preserve the significance of freedom. Struggles of newspapers to preserve freedom of speech, beginning with the American Revolution, were described for the Clevelanders.

### TWO STAFF DIRECTORS ADDRESS IRE CONVENTION

Arthur Stringer, NAB director of circulation, is scheduled to address the Winter Technical Meeting of the Institute of Radio Engineers, at Hotel Commodore, New York City, tomorrow, Jan. 29. His paper on "Radio in Service of Home and Nation" will be published in a subsequent issue of NAB REPORTS.

Howard S. Frazier, NAB director of engineering, who is Chairman of Panel 4 (standard broadcasters) of the Radio Technical Planning Board, will outline the work of this panel during today's IRE's session.

### COLLEGE DEGREES IN "RADIO JOURNALISM" SEEN BY NAB RADIO NEWS COMMITTEE

A four-year college course resulting in a degree in radio journalism and a short course to train persons already in radio newsrooms were the two recommendations issued at a joint meeting of radio and education leaders at the Waldorf-Astoria Hotel on Friday (21).

The four-year course background material recommended under the heading of "principles" is:

1. Backgrounds in social studies such as political science, history, economics, etc.
2. A complete mastery of a foreign language.
3. Grounding in English, diction and English literature, typing and shorthand.
4. Practical laboratory experience in practical broadcasting.
5. Background in communications, including press and radio news history, libel laws, radio laws, the Federal Communications Commission and National Association of Broadcasters Code.

Actual details of study will be worked out by the educators for both courses and presented to an early meeting of the NAB News Committee.

Representing NAB's News Committee were: Paul White, Public Affairs Director of CBS; Bill Brooks, Special Events and News Director of NBC, and Walt Dennis, WHN Special Events and Public Relations Director.

Representing the National Association of State Universities were: Wilbur Schramm, Director of the School of Journalism of Iowa State University; Mitchell Charnley, Assistant Director, School of Journalism, University of Minnesota and I. Keith Tyler, Director of Radio, Ohio State University. Special advisor was William Burke Miller, Manager, Public Service Division of NBC.

## FEDERAL COMMUNICATIONS COMMISSION DOCKET

### HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, January 31. They are subject to change.

#### Wednesday, February 2

Oral Argument Before the Commission

Report No. B-186:

WROL—S. E. Adcock, d/b as Stuart Broadcasting Company, Knoxville, Tenn.—Modification of license; **620 kc.**, 1 KW (DA-night), unlimited.

#### Thursday, February 3

Consolidated Hearing

WGPC—J. W. Woodruff and J. W. Woodruff, Jr., d/b as Albany Broadcasting Company, Albany, Ga.—C. P. to move transmitter and studio to West Point, Ga.; **1490 kc.**, 250 watts, unlimited.

NEW—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, d/b as Valley Broadcasting Company, West Point, Ga.—C. P., **1490 kc.**, 250 watts, unlimited.

## FEDERAL COMMUNICATIONS COMMISSION ACTION

### APPLICATIONS GRANTED

WRUF—University of Florida, Gainesville, Fla.—Granted extension of special temporary authority to operate unlimited time, with power of 100 watts after sunset at Denver, for period February 1, 1944, to November 1, 1946 (B3-SSA-94).

WHBU—Roy E. Blossom (Transferor), L. M. Kennett (Transferee), Anderson Broadcasting Corp. (Licensee), Anderson, Ind.—Granted consent to acquisition of control of Anderson Broadcasting Corp., licensee of Station WHBU, by L. M. Kennett, through acquisition of 500 shares or 50% of the common stock, for a consideration of \$10,000 (B4-TC-345).

Head of the Lakes Broadcasting Co., Superior, Wisc.—Granted construction permit for new FM broadcast station to use frequency **44500 kc.**, with coverage of 407 square miles (B4-PH-74).

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Granted modification (B5-MP-1733) of construction permit for extension of completion date to May 1, 1944. Also granted extension of special service authorization to operate on **560 kc.**, 1 KW day, 250 watts night, unlimited time, for the period ending May 1, 1944 (B5-SSA-92).

WNYC—City of New York, Municipal Broadcasting System, New York City.—Granted extension of special service authorization to operate additional time between 6 a. m., EST and

sunrise New York, and between sunset Minneapolis and 10 p. m., EST, using directional antenna designed therefor (Commissioners Case and Craven dissenting) (B1-SSA-95).

### DESIGNATED FOR HEARING

WHDH—Matheson Radio Company, Inc., Boston, Mass.—Designated for hearing application for modification of license to operate with directional antenna after sunset at Gainesville, Fla. (B1-ML-1179).

### LICENSE RENEWALS

The following stations were granted renewal of licenses for the period ending November 1, 1946:

KGO and auxiliary, San Francisco; KGU, Honolulu; KIRO, Seattle; KOA, Denver; KOWH, Omaha, Neb.; KPO, San Francisco; KTRH, Houston, Texas; WEAJ, New York City; WENR, Chicago; WISR, Butler, Pa.; WJZ and auxiliary, New York City; WLS, Chicago; WGN, Chicago; WMAQ, Chicago; WMAZ and auxiliary, Macon, Ga.; WOR, and auxiliary, New York City; WSB and auxiliary, Atlanta; WTBO, Cumberland, Md.; WWL, New Orleans; KXL, Portland, Ore.; WCCO, Minneapolis, Minn.

Licenses for the following stations were extended upon a temporary basis only, pending determination upon application for renewal, for the period ending April 1, 1944:

KMPC and auxiliary, Los Angeles; KOAM, Pittsburg, Kans.; KQW, San Jose, Calif.; WHB and auxiliary, Kansas City, Mo.; WHCU, Ithaca, N. Y.; WHEB, Portsmouth, N. H.; WHKC, Columbus, Ohio; WSM and auxiliary, Nashville, Tenn.; KBON, Omaha, Neb.; KBPS, Portland, Ore.; KDB, Santa Barbara, Calif.; KDRO, Sedalia, Mo.; KEYS, Corpus Christi, Texas; WABI, Bangor, Me.; WATL, Atlanta, Ga.; WELL, Battle Creek, Mich.; WGPC, Albany, Ga.; WIBM, Jackson, Mich.; WING, Dayton, Ohio; WKEU, Griffin, Ga.; WPAD, Paducah, Ky.; WTEL, Philadelphia, Pa.; WWDC and synchronous amplifier, Washington, D. C.

WWDC—Capital Broadcasting Co., Washington, D. C.—Granted extension of authority for waiver of Sections 2.53 and 13.61 of the Commission's Rules, so as to permit operation of synchronous amplifier of Station WWDC by remote control from main transmitter location, for the period ending April 1, 1944, upon the same terms and conditions as the existing authorization for such operation.

KGGF—Hugh J. Powell, Coffeyville, Kans.—Granted renewal of license upon a temporary basis only, for the period ending November 1, 1946, upon condition that it is subject to whatever action may be taken by the Commission upon the pending application for renewal of license for Station KGGF. Nothing contained herein shall be construed as a finding by the Commission that the operation of the station is or will be in the public interest beyond the express terms hereof.

KBUR—Burlington Broadcasting Co., Burlington, Iowa.—Granted renewal of license for the period ending December 1, 1945.

WAOV—Vincennes Newspapers, Inc., Vincennes, Ind.—Granted renewal of license for the period ending October 1, 1945.

W2XWV—Allen B. DuMont Laboratories, Inc., New York, N. Y.; W2XVT, Passaic, N. J.; W10XKT, Portable-Mobile.—Granted renewal of licenses for three experimental television stations.

Renewal of experimental television broadcast station licenses were granted for the period ending February 1, 1945:

W9XBB, W9XBK, W9XPR, W9XBT, Balaban & Katz, Corp.; W2XBU, National Broadcasting Co., Inc.; W3XE, W3XP, W3XPC, W3XPR, W3XPA, Philco Radio and Television Corp.; W6XYZ, Television Productions, Inc.; W9XZV, Zenith Radio Corp.; W2XBT, National Broadcasting Co., Inc.

WBKB—Balaban & Katz, Corp., Chicago, Ill.—Granted renewal of commercial television broadcast station license for the period ending February 1, 1945.

WCBW—Columbia Broadcasting System, Inc., New York City.—Granted renewal of commercial television broadcast station license for the period ending February 1, 1945.

WNBT—National Broadcasting Co., Inc., New York City.—Granted renewal of commercial television broadcast station license for the period ending February 1, 1945.

WPTZ—Philco Radio & Television Corp., Philadelphia, Pa.—Granted renewal of commercial television broadcast station license for the period ending February 1, 1945.

W9XUI—State University of Iowa, Iowa City, Iowa.—License for experimental television broadcast station extended upon a temporary basis only, pending receipt of and/or determination upon application for renewal, for the period ending April 1, 1944.

W2XWE—WOKO, Inc., Albany, N. Y.—Present facsimile broadcast station license further extended upon a temporary basis only, pending determination upon application for renewal, for the period ending April 1, 1944.

WGTC—J. J. White, tr/as Greenville Broadcasting Co., Greenville, N. C.—Present license extended on a temporary basis for a period of 60 days.

WSAP—Portsmouth Radio Corp., Portsmouth, Va.—Present license extended on a temporary basis for a period of 60 days.

WHBB—Selma Broadcasting Co., Inc., Selma, Ala.—Present license extended on a temporary basis for a period of 60 days.

KFFA—J. Q. Floyd, John Thomas Franklin and Sam Anderson, a partnership, d/b as Helena Broadcasting Co., Helena, Ark.—Present license extended on a temporary basis for a period of 60 days.

### MISCELLANEOUS

WJOT—The Birmingham News Co., area of Birmingham, Ala.—Granted application for renewal of relay broadcast station license for the period ending December 1, 1945.

KEID—KCMO Broadcasting Co., area of Kansas City, Mo.—Granted application for renewal of relay broadcast station license for the period ending December 1, 1945.

KEIE—KCMO Broadcasting Co., area of Kansas City, Mo.—Granted application for renewal of relay broadcast station license for the period ending December 1, 1945.

KEIV—Nichols and Warinner, Inc., area of Long Beach, Calif.—Granted application for renewal of relay broadcast station license for the period ending December 1, 1945.

KIDN—Redwood Broadcasting Co., Inc., area of Eureka, Calif.—Granted application for renewal of relay broadcast station license for the period ending December 1, 1945.

The Commission on January 20 issued an order adopting as the Findings of Fact and Conclusions of the Commission the Proposed Findings of Fact and Conclusions (B-196) entered on December 21, 1943, denying the application of Roy L. Albertson (WBNY), Buffalo, N. Y., for modification of license to change frequency from 1400 to 680 kc. No party to the proceedings has filed exceptions thereto, or requested oral argument thereon.

The Commission has issued an order adopting as the Findings of Fact and Conclusions of the Commission, the Proposed Findings of Fact and Conclusions (B-193), entered on December 21, 1943, denying the application of Martin R. O'Brien (WMRO), Aurora, Ill., for modification of license to change hours of operation from daytime only on 1280 kc., 250 watts, to unlimited time on 1280 kc., 250 watts daytime, 100 watts nighttime, without prejudice to the right of applicant to file an application requesting unlimited time operation on 1490 kc. No party to the proceedings has filed exceptions thereto, or requested oral argument thereon.

KXL—KXL Broadcasters, Portland, Ore.—Denied special service authorization to operate unlimited time, employing directional antenna day and night, for the period ending February 1, 1946 (B5-SSA-93).

WEEU—Berks Broadcasting Co., Reading, Pa.—Denied special service authorization to operate additional time from 6:45 a. m., EST, to local sunrise during the months of November and December, 1943, and January, February, March and October, 1944 (B2-SSA-89).

WJAX—City of Jacksonville, Jacksonville, Fla.—The petition of WJAX to reinstate application for construction permit to increase nighttime power to 5 KW, make changes in transmitting equipment and install directional antenna for use during nighttime only, was denied without prejudice to such further petition as applicant may submit in light of the new Statement of Policy announced by the Commission.

### APPLICATIONS FILED AT FCC

#### 560 Kilocycles

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Extension of special service authorization to operate on 560 kc., 500 watts night, 1 KW daytime, using transmitter as authorized in construction permit for the period 2-1-44 to 5-1-44.

Amended: to change requested power to 250 watts night and 1 KW daytime, employing 310' vertical tower authorized under construction permit for the period ending 8-1-44.

#### 620 Kilocycles

WKAQ—Radio Corporation of Porto Rico, San Juan, Puerto Rico.—Modification of construction permit (B-P-3489 as modified), which authorized move of transmitter and studio for extension of completion date from 1-26-44 to 7-26-44.

WKAQ—Radio Corporation of Porto Rico, San Juan, Puerto Rico.—Modification of construction permit (B-P-3501 as modified), which authorized move of auxiliary transmitter for extension of completion date from 1-26-44 to 7-26-44.

#### 770 Kilocycles

KOB—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—Extension of special service authorization to operate on 770 kc., 25 KW night and 50 KW daytime, using transmitter as specified in construction permit.

#### 1280 Kilocycles

WDSU—WDSU, Inc., New Orleans, La.—License to cover construction permit (B3-P-3424), which authorized installation of new transmitter, move of transmitter, increase in power and installation of directional antenna.

WDSU—WDSU, Inc., New Orleans, La.—Authority to determine operating power by direct measurement of antenna power.

#### 1330 Kilocycles

WLOL—Independent Merchants Broadcasting Co., Minneapolis, Minn.—Construction permit to make changes in transmitting equipment, changes in directional antenna to be used day and night and increase power from 1 KW to 5 KW.

#### 1340 Kilocycles

WDAK—L. J. Duan, Leila A. Duncan, Josephine A. Keith, Effie H. Allen, Aubrey Gay, d/b as Valley Broadcasting Co., Columbus, Ga.—Voluntary assignment of license and construction permit to L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, and Effie H. Allen, d/b as Valley Broadcasting Company.

#### 1400 Kilocycles

KVOP—W. J. Harpole & J. C. Rothwell, a partnership, Plainview, Texas.—Modification of construction permit (B3-P-3420), which authorized construction of a new standard broadcast station for approval of antenna, studio and transmitter sites.

### TELEVISION APPLICATION

W6XLA—Television Productions, Inc., area of Los Angeles, Calif.—Modification of construction permit (B5-PVB-87 as modified), which authorized construction of a new experimental television relay broadcast station for extension of completion date from 2-1-44 to 3-1-44.

## 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.

**Benjamin Cohn**, Sidonia Cohn, Meyer Lubow and Vera Lubow, 175 Fifth Ave., New York, retailers of men's suits, overcoats and other wearing apparel, are charged in a complaint issued with falsely representing that they are manufacturers of the merchandise they sell. The respondents operate 18 retail stores in various States. (5118)

**Howard Clock Corporation**, 1718-20 North Damen Ave., Chicago, manufacturing and selling electric clocks, is charged in

a complaint with misrepresentation and unfair and deceptive acts and practices in commerce. (5119)

### STIPULATIONS

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

**Eveready Trading Company**.—Under a stipulation entered into Grand Gaslight, Inc., 123 Fifth Ave., New York, trading as Eveready Trading Co., agrees that in connection with the sale of mirrors it will discontinue use of the words "Manufactured in U. S. A." to describe mirrors made in Japan or any other foreign country, or representing in any manner that products manufactured in whole or in part in a foreign country are made in the United States. (3789)

**Hosiery Mills Co.**, 222 West Adams St., Chicago, engaged in the sale of hosiery, stipulated to cease and desist from use of the word "mills" in their trade name or of any other words of similar meaning so as to imply that they make the hosiery sold by them or that they own and operate or absolutely control the factory in which such merchandise is manufactured. (3790)

**HQZ Laboratories, Inc.**, 718 Mission St., San Francisco, stipulated that it will discontinue certain misrepresentations it makes in connection with the sale of hair and scalp preparations designated HQZ Hair and Scalp Oil, HQZ Shampoo and HQZ Lustre. The stipulation also was entered into by Rufus Rhoades and Robert Davis, trading as Rufus Rhoades & Co., and Rhoades & Davis, Market at Kearney St., San Francisco, who disseminated advertisements for the preparations. (03187)

**Kirkendall Boot Co.**, 1101 Harney St., Omaha, Nebr., and Wilbert J. Olson, 573 East 120th St., Cleveland, the former a manufacturer and the latter a distributor of riding and cowboy boots, have stipulated that they will cease and desist from using the term "hand tooled" or the word "tooled" as descriptive of the ornamentations appearing on their leather products when such ornamentation is not accomplished by hand-tooling; and from using any other word of similar meaning, the effect of which tends to convey the belief that the ornamentations or designs have been produced by hand or by the use of hand-operated tools, as distinguished from machine embossing or stamping. (3791-3792)

### CEASE AND DESIST ORDERS

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

**Charboy Products, Inc.**, Red Bank, N. J., has been ordered to cease and desist from disseminating false advertisements concerning Cuprolid, a medicinal preparation it sells and recommends for treating diseases and ailments of the skin. (4756)

**Kay Laboratories, Inc.**, 150 Niagara St., Providence, R. I., and its president and treasurer, Joseph P. Kayatta, have been ordered to cease and desist from misrepresenting the therapeutic properties of a medicinal preparation designated Kaytonik which, the Commission finds, is falsely advertised by the respondents as a remedy for colds and various other ailments. (5054)

**Helen Volay Cosmetics**.—An order has been issued directing Helen E. Hoeck, trading as Helena Volay Cosmetics, Needles, Calif., to cease and desist from disseminating any advertisement representing that the cosmetic preparation she sells under the name Helena Volay Face Oil will significantly improve the skin or cause it to become firmer and appear more youthful, or that it is effective in the treatment, or will prevent the formation of wrinkles and sagging tissues. (4967)

### FTC CLOSES CASE

The Federal Trade Commission has closed the case growing out of the complaint against the Sculler Safety Corporation, 166-122 Broad St., New York, selling and distributing marine signal equipment. The complaint alleged that the corporation had sold old and obsolete signal pistol cartridges bearing fictitious dates.

The Commission has ordered the case closed without prejudice to its rights, should future facts so warrant, to reopen the case and resume trial thereof in accordance with its regular procedure.



## **John Harold Ryan New NAB President**

The Board of Directors of the National Association of Broadcasters, meeting at the Palmer House, Chicago, February 2, elected John Harold Ryan of Toledo, Ohio, now Assistant Director of Censorship in charge of radio, as President of the National Association of Broadcasters to serve until July 1, 1945.

Action came following a report of the Nominating Committee headed by Don S. Elias, Chairman, recommending the election of Mr. Ryan to succeed President Neville Miller at the expiration of the latter's term of office on June 30, 1944.

Upon being informed of the Board's action, President Miller agreed with the Board that the best interests of the broadcasting industry would be served by Mr. Ryan's assuming his duties at the earliest possible date, probably February 15, 1944.

Concurrent with this action the Board expressed its sincere appreciation and that of the radio industry for the loyal and untiring service rendered by Mr. Miller during the past five and one-half years as President of the Association.

To provide time for John Harold Ryan, newly elected President of the National Association of Broadcasters, to wind up his duties as Assistant Director of Censorship in charge of radio, the NAB Board today appointed C. E. Arney, Jr., Secretary-Treasurer, as temporary managing director. It is reported that from 30 to 60 days may elapse before Ryan can leave his war job in Washington for his new office at NAB headquarters there.

Arney will replace Neville Miller, retiring President, on the tour of Districts now under way, accompanying Willard D. Egolf, Assistant to the President, and Lewis H. Avery, Director of the Department of Broadcast Advertising, to the middle, southwest and coast areas.

Chicago was selected as the site for the 1944 annual membership meeting which will be held on August 28, 29, 30 and 31, at the Palmer House, contingent upon Office of Defense Transportation policy. The NAB Board cancelled tentative plans for the 1944 meeting in New York City, the week of April 10, in favor of the Chicago dates.

Accepting of applications for membership closed the two-day session in Chicago. O. L. "Ted" Taylor placed in application KGNC, Amarillo, Texas; also KTSA, San Antonio; KFYO, Lubbock; and KRGV, Weslaco. Ed Craney applied with three Montana stations, KGIR, Butte; KFPA, Helena, and KRBM, Bozeman; also KFPY, Spokane, Washington, and KXL, Portland, Oregon. NAB membership now totals 555 stations, NBC and CBS, and 18 associate members, making a total of 575 in active and associate membership.

Following the Board meeting, Neville Miller issued the following statement:

"Approximately six years ago I was elected President of the National Association of Broadcasters, when it was reorganized for the purpose of solving such problems as ASCAP's monopolistic control of music, which was then of grave importance.

"By the creation of Broadcast Music, Inc., we broke ASCAP's monopoly and provided a competitive market in music at an annual saving to the industry of approximately \$4,000,000.

"The NAB Code was adopted and has become firmly established.

"We exposed the viciousness of Petrillo's claims and thwarted his attempts to mulct the industry.

"We have presented the industry's case before committees of the Senate and the House of Representatives, showing the need for new legislation to preserve a free radio for America.

"In addition to our manifold services to the stations and the public, we inaugurated many major beneficial activities, such as the Department of Broadcast Advertising, and have carried on many other worthwhile projects. We have assisted the industry in its splendid cooperation with all government agencies in fighting the war. We have built up our membership to the highest level in its history.

"This is a record of accomplishment of which we may well be proud.

"Harold Ryan, the new President, has my very best wishes for a most successful administration."

**Neville Miller, President**      **C. E. Arney, Jr., Secretary-Treasurer**

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

## FCC PROPOSES NETWORK RECORDING RULE

The FCC announces a proposed new Section 3.409 of its Rules and Regulations which would require that every radio program broadcast over a regional or national network be recorded by the station at which the program originates—unless the program is itself a transcription. Under the rule the originating station would be required to retain the transcription for one year.

At the same time the Commission adopted an Order providing an opportunity for interested persons to appear before the Commission and argue orally why such a rule should or should not be adopted.

The Commission points out that in the case of newspapers, the printed word remains as an irrefutable and permanent record, whereas unless some recording is made, what was actually said, or the manner of saying it, on a radio program cannot be definitely established after it has gone out on the air.

The Communications Act of 1934—basic statute under which the FCC operates—prohibits the broadcast of any information on lotteries (Sec. 316) and the use of obscene, indecent or profane language on the air (Sec. 326). In carrying out its obligations under these sections of the Act, it frequently becomes important for the Commission to know what was said on a particular program.

Authority for the new rule is found in Section 303(j) of the Act, which authorizes the FCC to make general regulations requiring stations "to keep such records of programs, transmissions of energy communications, or signals as it may deem desirable."

The proposed rule does not require stations to record local or non-network programs since to require recording of all local programs might impose a hardship on many of the smaller stations. No similar hardship would be involved for network programs, it is felt.

Oral argument on the rule is scheduled for March 15, 1944, before the Commission. Requests for oral argument, accompanied by briefs, must be filed with the FCC by March 1.

The proposed new Section 3.409 reads:

"3.409 *Requirements for making and preserving recordings or transcriptions of network programs*—Any program broadcast over a regional or national network shall be transcribed by means of an off-the-line recording by the station at which the program originates and the transcription shall be retained for one year. If the program itself is a transcription, no other recording need be made, but the transcription shall be retained for one year."

## NAB ANNUAL MEETING

Cooperating with the Office of Defense Transportation and in recognition of the congested travel and hotel quarters prevailing, the Board of Directors of the NAB at its meeting in Chicago determined to cancel all plans for a Victory War Conference in New York in the spring.

C. E. Arney, Jr., Secretary-Treasurer, was instructed to ascertain hotel availabilities in the period between August 15 and September 15, 1944.

## NEW MULTIPLE OWNERSHIP ORDER

The FCC has issued the following:

The Commission draws attention of interested broadcast licensees to the necessity of their proceeding with the diligence to carry out the provisions of Order 84-A.

To avoid hardship in any particular case where disposition of one of the stations, or compliance with the Order by other means, is not feasible prior to May 31, 1944, the Commission will consider a petition for extension of license for such period as may be necessary to complete negotiations for an orderly disposition or otherwise to comply with the terms of the Order, provided, such petition sets forth:

1. The specific facts establishing due diligence in the effort to effect a compliance with the terms of the Order and the licensee's inability to comply with the terms of the Order.
2. The determination of the licensee to proceed in good faith as expeditiously as may be to effectuate compliance with the Order.

## MORE TREASURY ETs FOR SPONSORSHIP

The Treasury Department has notified NAB that it will produce three 15-minute transcribed programs and six 5-minute programs weekly for local sponsorship after the close of the 4th War Loan Drive.

The format of these programs will be in accordance with the votes of broadcast stations which were tabulated and presented to the Treasury Department by NAB for its guidance. The format will enable these same transcriptions to be played, sustaining, by the several stations which prefer to do so.

William Rainey, veteran producer, has charge of production.

## WAR DEPARTMENT RECOGNIZES NAB ACTIVITY

WAR DEPARTMENT  
 OFFICE OF THE UNDER SECRETARY  
 WASHINGTON, D. C.

31 January 1944

MR. NEVILLE MILLER  
 National Association of Broadcasters  
 1760 N Street, Northwest  
 Washington 6, D. C.  
 DEAR MR. MILLER:

The assistance of the National Association of Broadcasters has greatly helped bring the War Department film, "War Department Report," to millions of war workers and helped the entire film distribution program.

In the first week after your special information bulletin was sent to the field, nearly five thousand replies, mainly from the top radio executives desirous of cooperating with the War Department, were received.

The War Department is very appreciative of the Association's cooperation in this matter.

Sincerely yours,

S/ HOWARD C. PETERSEN,  
 HOWARD C. PETERSEN,  
 Executive Assistant to Under Secretary of War.

## NAB AUDIENCE MEASUREMENT BUREAU COMMITTEE MEETS

The NAB Audience Measurement Bureau Committee, appointed by Neville Miller pursuant to a resolution of the membership of the NAB conference held in Chicago

April 27-29, 1943, met in Chicago, January 7. Those present at the meeting were:

Hugh Feltis, Chairman	KFAB—Lincoln, Neb.
George Burbach	KSD—St. Louis, Mo.
J. Harold Ryan	WSPD—Toledo, Ohio
H. Russ Holt	WOLS—Florence, S. C.
Dale Taylor	WENY—Elmira, N. Y.
Paul F. Peter, Secretary	NAB Research Director

Mr. William B. Ryan, KFI—Los Angeles, was unable to attend the meeting for business reasons.

The committee held an all-day discussion of the proposal to form an NAB Measurement Bureau and prepared a report to the NAB Board. The committee report was submitted to the NAB Board at its meeting held in Chicago February 2-3.

The committee meeting closed with the understanding that its work had been accomplished, unless the NAB Board calls upon it for further study.

## COMMITTEE STUDIES COLLEGE RADIO COURSES

A special committee meeting at NAB headquarters, Thursday, January 27, drew up a tentative statement of principles for college radio courses, which was presented the following day to a meeting of the Federal Radio Education Committee, Hotel Statler, Washington.

The latter recommended that the proposal made by the committee be circulated among a selected group of educators and broadcasters and that, on the basis of the judgments received, the committee present a final report for FREC consideration at its spring meeting.

The committee on training standards is headed by Kenneth G. Bartlett, director, Radio Workshop, Syracuse University. Other members are:

H. B. Summers, Blue Network  
Lyman Bryson, Columbia Broadcasting System  
Miller McClintock, Mutual Broadcasting System  
Judith C. Waller, National Broadcasting Company  
Elizabeth Goudy, U. S. Office of Education  
Lloyd E. Blauch, U. S. Office of Education  
Arthur Stringer, National Association of Broadcasters

## EDUCATORS REQUEST MORE CHANNELS

U. S. Commissioner of Education, John W. Studebaker, in a letter to Chairman Fly of the Federal Communications Commission, requested additional radio facilities for educational use.

He specifically requested: "Ten F-M channels in addition to the five now allocated for educational use; ten relay transmission frequencies to make possible exchange of programs among educational stations; two television channels."

This matter was reported at a meeting of the FREC in Washington, January 28.

The Commissioner's letter also asked that the FCC allocate educational licenses according to state and regional plan which would insure that no section of a state would be denied educational radio service in the future. He also asked that any future additions to the education band be adjacent to the commercial band so that receiving sets designed for public use will also serve the schools and colleges.

Fifteen state departments of education have asked the U. S. Office of Education to prepare tentative plans for post-war educational F-M networks, according to the report made by William D. Boutwell, director, information and radio, U. S. Office of Education. More than 50 state universities have named staff members to follow the developments in educational F-M and recommend action by their respective institutions. At least 25 boards of education and

colleges and universities have already submitted or are preparing to submit to the FCC applications for F-M licenses.

## Allocation Big Problem

One of the biggest post-war problems in radio is the task of determining the minimum number of channels for each type of service requested by claimant agencies. When all of the service requirements have been reduced to a minimum number of channels, the problem of fitting them into the radio spectrum will keep the "experts" busy for some time.

Not so long ago, it was believed that there were more than enough channels for all services desiring to utilize the radio spectrum. However, it was pointed out at the recent IRE meeting, in New York City, last week, that in all probability it would be impossible to assign the maximum number of channels which have or will be requested.

## TELEVISION STATIONS LISTED

Requests are frequently received by NAB for information concerning television stations now in operation, C. P.'s outstanding and pending applications for new facilities. This information was obtained from the Federal Communications Commission on January 13, 1944. Mimeograph copies of the list are available from the NAB Engineering Department upon request.

## TELEVISION MEETING

Because the speed of television's development will depend upon finding solutions to program problems, American Television Society will hold a TELEVISION PROGRAMMING ROUND-TABLE, which should be one of the most constructive, thought-provocative and interesting meetings ever held on the subject.

Never before has such an imposing array of experts been available for questioning. Here is the line-up:

CLARENCE R. MENSER—Vice-president in charge of Programs, National Broadcasting Company;  
PAUL KNIGHT—Program Manager of the Philco television station, Philadelphia;  
THOMAS HUTCHINSON—formerly NBC producer, now Television Director of Ruthrauff & Ryan, advertising agency;  
SAM CUFF—Director of Commercial Programs for DuMont Television;  
LIEUT. JOHN G. T. GILMOUR—formerly Manager of General Electric's television station WRGB;  
MAJOR WARREN WADE\*—formerly Director of National Broadcasting Company's station WMBT;  
RAY NELSON—formerly in charge of WOR television programs, now Radio Director of Charles M. Storm Co., advertising;  
WILL BALTIMORE—Program Producer, DuMont television station W2XWV.

This meeting will be held promptly at 8:45 on the night of Thursday, February 10th, in the Terrace Room at the Capitol Hotel, at 51st Street and Eighth Avenue, New York. All interested in television are welcome, and you are invited to bring guests.

It is requested that as many questions as possible to be sent *in advance*, so these can be furnished to the speakers; mail yours to Norman D. Waters, President, American Television Society, 1140 Broadway, New York 1, N. Y.

## WGAR's LIBRARY PROMOTION

WGAR's Promotion Manager, Clyde D. Vortman, is trying out a unique promotion idea with the entire Cleveland Public Library System.

The station supplies a running series of bookmarks,



2¾" x 9", each one featuring some popular CBS or local program. On one side of the bookmark is program promotion material; on the other a listing of reference material available at the library. More explicitly, the bookmark on "The Gay Nineties Review" described the show, while, on the reverse side, was printed the list of books on "The Gay Nineties", those ten famous years.

## PROPOSED SALE OF WBT

Sale of the controlling interest in WBT, Charlotte, N. C., by Columbia Broadcasting System to the KFAB Broadcasting Company, Lincoln, Neb., took place last week, subject to approval by the FCC. In the transaction, 55% of the stock in WBT is acquired by the KFAB Broadcasting Company and 45% is retained by Columbia. Also, as a part of the sale, and subject to approval by the Federal Communications Commission, Columbia acquires 45% of KFAB, at Lincoln, with KFAB Broadcasting Company retaining 55% of the controlling interest in that station.

According to the parties this transaction, if approved by the Federal Communications Commission, is designed to meet three problems:

(1) Under the Federal Communications Commission's regulations a rule prohibits networks from owning facilities in any community where network competition cannot acquire competing facilities. Such was the case in Charlotte, N. C., where the Columbia Broadcasting System owned one of the three stations there.

(2) KFAB stockholders also own a second station, KFOR, in Lincoln, which they are required to dispose of under the recent dual ownership rule of the Commission. The KFAB stockholders have already applied to the Federal Communications Commission for permission to sell KFOR and also their station KOIL, in Omaha, to the Stuart Brothers of Lincoln, who will assume ownership and operation of those two stations immediately upon FCC approval.

(3) The third problem which the parties seek to solve by the transaction is that of nighttime synchronization between KFAB, Lincoln, and WBBM, Chicago, which has been in existence for many years. This synchronization was made necessary by the fact that both KFAB and WBBM operated on 780 kilocycles. It is stated that if the sale of the majority interest of WBT is approved by the Commission, KFAB will plan to move the frequency 1110 kilocycles, which was assigned to Nebraska under the Havana Treaty, while it is planned to have WBBM, Chicago, remain on 780 kilocycles, the clear channel high-power station assigned to Illinois in the same treaty.

The consideration in arriving at this contract places the valuation of WBT at approximately \$500,000 greater than that of KFAB.

## FCC APPROPRIATION CUT

The House of Representatives passed the Independent Offices Appropriation Bill on January 31. It cut the appropriation of the FCC by \$1,654,857 under the amount suggested by the Budget Bureau.

## CHAIRMAN FLY SPEAKS AT FMBI MEETING

As a matter of information to the broadcasting industry the following transcript of the speech delivered by FCC Chairman James Lawrence Fly before the FMBI meeting in New York City last week is presented in full.

Mr. President, Maj. Armstrong, ladies and gentlemen: It is certainly very encouraging to see this great gathering here today, and I think that it is about the biggest and the pleasantest group I have met since the first day of the convention at St. Louis. (Laughter.)

You all wanted something from the top, and I notice that Walter was too modest to read to you the word from the top, so I am going to take the liberty of reading it, on the chance that some of you may not have heard it.

Jan. 21, 1944.

DEAR MR. DAMM:

Please convey my good wishes to all the broadcasters who are assembled to plan the future of frequency modulation broadcasting in this country. The development of frequency modulation to the point where it affords the basis for a broader and improved broadcasting service to the people of this country represents another forward stride in the development of the highly useful art of radio. So long as our competent scientists in the radio industry are on the job, we can rest assured that this nation will continue to lead in the advance of this science which is so vital to the country and to the world at large.

It is my fervent and confident hope that the broadcasters of this country will keep step with the advancing science and will continue to lift radio broadcasting to ever higher planes of public service.

With my very best wishes to you all, I am

Very sincerely yours,

(Signed) FRANKLIN D. ROOSEVELT.

I am happy to note the President recognized the significance of the contribution made by the great scientists of this industry. I should think that we today should be remiss and should ever be regretful if we failed to pay tribute to Maj. Armstrong who has contributed so greatly to this great science.

(The audience arose and applauded.)

We broadcasters are expendable, but without the scientists of this caliber, radio would not be. We broadcasters are wont to crow about our own accomplishments, the great jobs we have done, and, of course, you all have done some great jobs. But we should never long lose sight of the inexorable fact that these great scientists are the men who are utterly inexplicable.

Frequency modulation is of age and it has come to stay. Without a doubt, it will have a place of ever-increasing importance in American broadcasting. No one of us can stop it. FM is another radio service. It may be said to be a supplementary service, or an alternative service, but, much more important, it is a higher quality radio service, to remind you again of the simple basic factors of the great lessening of interference and of the high fidelity possibilities offered by this great invention.

The great opportunities of FM represent a challenge to all of us and to the industry's planning agencies, and I would stress the importance of overall, sound, long-range planning. Much has to be done. The most readily obvious danger to FM may well be in the hurry-up schemes for mass production. The very quality that distinguishes FM can be choked off at the studio, at the studio transmitter link, in the program transmission lines, at the transmitter, and, not least of all, at the receiver. The frequency range delivered by the processes of frequency modulation can be no broader than the narrowest choke point, from the point of origin to the ear.

But planning is much more important. We have fortunately organized perhaps the most competent group of technical men who have ever been assembled in one organization to aid us all in laying the firm foundation, from an engineering point of view for this service. Of course, I refer to the Radio Technical Planning Board. I have no doubt that they will have the complete cooperation of the frequency modulation broadcasters, and I want to stress that today we have a golden opportunity. We are developing an ever-increasing efficiency in frequency modulation and in radio art generally, but instead of rushing pell-mell into production, perhaps injurious production, we have what might be called a beneficent stalemate. One of the incidental benefits that have resulted from a thing as

gruesome as the war is that we have today this opportunity to get right to the bottom of this thing and to plan it in a thorough-going and orderly way for the development of a broad and efficient comprehensive public service.

We have a great opportunity at this time. While we have the time, I think we ought to avoid the opportunistic impulses for the sake of having the full development of the potentials of FM in terms of the broad, comprehensive public service upon an optimum engineering and mechanical basis.

At the Commission you will have our every encouragement in this effort. As it is set forth in the Communications Act, we have a duty to make available to all of the people of the United States an efficient, nationwide and world-wide radio service.

We, of course, to a substantial degree all of us, have related problems. There are many uses for FM other than regular broadcasting as we commonly understand it. Educational broadcasting is coming to the fore and must be given continued and increasing recognition. Point-to-point communications will take advantage of frequency modulation.

The many services, fire and police, facsimile, and the many other point-to-point and related radio services, all these and more must be provided for. I do think that the Radio Technical Planning Board, with the cooperation of all of you, will be fully equipped to meet these problems and to render great assistance to the Government on them. I need hardly reiterate that the Commission, and I am sure the Government as a whole, not only welcomes but has sought this very cooperation.

We do want to encourage in every way scientific development and a completely free enterprise, the absence of restraining influences of monopolistic controls, and generally to afford a free and healthy basis for the complete development of a nationwide industry.

That, of course, must be geared to the best opinion of the industry in terms of the soundest engineering principles, and in the light of the ultimate goal which all of us will strive for.

FM stands today on the threshold of as tremendous a development as did the AM in the 1920's—perhaps a much greater development and a faster rate of growth. Five hundred thousand receivers were placed in operation between the date of the commercialization of frequency modulation and the freeze orders. That we are going ahead is certain. What we must doubly assure ourselves is against such things as hasty manufacturing on a quantity basis perhaps of all too cheap equipment. Let us not manufacture the very transmitting and particularly receiving equipment which will destroy the great advantages of FM. Let's plan the optimum in terms of the public service made possible by this great invention.

As I said before, time has played into our hands, and I hope we can take full advantage of it.

Before taking up the specific questions which have been submitted to a number of us, I want again to stress the importance of high fidelity. To capture anything approaching the benefits of frequency modulation you must have high fidelity. Some of the broadcasters may well need something in the nature of a high colonic irrigation. (Laughter.) You don't need high fidelity to get the mentally distorting, cheap emotional droolery of soap operas. (Laughter and applause.) Or to get the odds on the seventh at Hialeah, or the continued hawking of money give-away schemes. You can put that stuff out with a baling wire, and that is what it rates.

I think the industry ought to get started today to re-determine what the standard of broadcasting service to the public is going to be, what is high fidelity, and what is it going to mean to the public in your communities.

Now let's take up some of the specific questions that

seem to be worrying some of you gentlemen. I can't answer them all, but I will try a few of them.

First, is it true that FM will replace AM and that eventually all AM stations will have to switch to FM?

I found one very clear, convincing answer to this question. Mr. Eric Hoffenstatter of St. Paul, outstanding figure of the Northwest, heavily interested in the milling, lumber, and newsprint industries, who also puts out considerable plup, says, and I quote: "This is one of the most serious questions facing the radio industry today." (Laughter.)

Here is another one: What provisions have been made to cover so-called trade areas in the wide open spaces where trade areas may be so large that it would be impossible to build a tower, and so forth and so forth.

I think the simple solution there is just to plow under the rural areas and leave just enough room for the golf courses and a few concentration camps for the AM addicts. (Laughter.)

Here is another one: What is going to be done to suppress automobile ignition?

Well, I think you have to get right at the root of that trouble. I suggest that we require the automobile industry to shift to jet propulsion and set up a uniform, consistent speed of 186,000 miles per second, and radio ignition will never catch up with it. (Laughter.)

These questions are mimeographed. Didn't you all get copies of them? I don't want you to think this is a light matter at all. These are serious questions.

Here is No. 5: What has FM got that AM hasn't got? (Laughter)

Well, after all, if that is the way you feel about it— (Laughter)

Oh, here is a good one: Why should I scrap my present AM investment and start all over with FM when I am making good profits now?

Well, now, doctors advise complete relaxation, and I just wouldn't get excited about it. I would just sit tight and let someone else wreck the business you have on your hands. (Laughter and applause)

Here is a good one: Why should I join FMBI, and what can I get out of it? And there is a mimeographed note by the side of it, "To be answered by Damm." (Laughter) I guess he sure better answer it.

Here is one more: I am only a small operator in a small town. Why should I pay the same dues to FMBI as a large operator?"

That says "To be answered by Damm." I thought some city slicker would have to answer that one. (Laughter)

They have everything except Petrillo in here. (Laughter)

No. 10: Do I have to have an ASCAP license?

Well, I just arbitrarily assign the discussion of that to Deems Taylor.

No. 11: Can I use phonograph records on FM?

Well, not the ones you have been using for the last 11 years. (Laughter)

No. 12, and this is a honey: Can I get a construction permit for an FM station and wait until I am forced by competition in my town to begin construction?

Why, sure, sure. (Laughter) We will give you a paper, giving you the same sort of protection that the corner drug store gets from the Government, assuring it against the entrance of a competitor in his vicinity.

Here is No. 13: Why didn't the Commission let well enough alone and simply keep on licensing AM stations?

What well enough? (Laughter) Well, I had better assign that question, seriously, to Maj. Armstrong.

Here is No. 14: What will happen to present AM stations if we get thousands of FM stations on the air?

Well, I worried quite a bit about that. I think I have the solution, though. You turn the antennae into lightning rods and turn the studios over to the Tuesday afternoon sewing circle.

No. 15: Am I cutting my own throat by building an FM station and letting my AM listeners get used to FM?

Yes, that is right (laughter), but why go to the trouble of building? Just cut your own throat anyway. That would probably be cheaper. (Laughter)

I don't want to take too much of your time. I have the answers to all of these, though, if you come around.

Here is just one. I think we ought to give attention to this for some of the people from the mountains. No. 29: How can so-called dead spots on the side of hills removed from the transmitter location be taken care of?

I think the thing to do is to get out some bulldozers and take down the hill.

That just illustrates to you what a little ingenuity can do in this business. (Laughter) And in that regard I do hope that we will all get together on this tremendous task we have and stick together.

Good luck!

## FEDERAL COMMUNICATIONS COMMISSION DOCKET

### HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, February 7. It is subject to change.

Wednesday, February 9

WNBZ—Upstate Broadcasting Corp., Saranac Lake, New York.—Renewal of license, 1320 kc., 100 watts, daytime.

## FEDERAL COMMUNICATIONS COMMISSION ACTION

### APPLICATIONS GRANTED

WKAQ—Radio Corp. of Porto Rico, San Juan, P. R.—Granted modification (B-MP-1736) of construction permit for extension of completion date to 7-26-44.

WKAQ—Radio Corp. of Porto Rico, San Juan, P. R.—Granted modification of construction permit (B-MP-1737) for move of auxiliary transmitter authorizing extension of completion date to 7-26-44.

WTBO—Associated Broadcasting Corp., Cumberland, Md.—Granted license (B1-L-1793) to cover construction permit authorizing change in frequency to 1450 kc. and hours of operation to unlimited time. Also granted authority to determine operating power by direct measurement (B1-Z-1576). The license is granted upon condition that licensee shall install a new antenna and ground system to comply with the Standards of Good Engineering Practice whenever materials become available without need for priority assistance.

KVAK—S. H. Patterson, Atchison, Kans.—Granted license (B4-L-1792) to cover construction permit which authorized increase in power from 100 to 250 watts, and changes in transmitting equipment. Also granted authority to determine operating power by direct measurement (B4-Z-1575).

WJZ—Blue Network Company, Inc., New York City.—Granted license (B1-L-1794) to cover construction permit which authorized move of main transmitter from #1 River Road,

Bound Brook, N. J., to Lodi, N. J. Also granted authority to determine operating power by direct measurement of antenna power (B1-Z-1578).

KFQD—William J. Wagner, tr/as Alaska Broadcasting Co., Anchorage, Alaska.—Granted license (B-L-1787) to cover construction permit which authorized installation of new transmitter and increase in power from 250 watts to 1 KW. Also granted authority to determine operating power by direct measurement of antenna power. The license is granted subject to condition that licensee will take steps to comply fully with the Rules, Regulations and Standards of the Commission when materials and personnel become available or when required by the Commission to do so, and subject to condition that licensee shall satisfy legitimate complaints of blanketing.

WEMV—The WGAR Broadcasting Co., Portable-Mobile, area of Cleveland, Ohio.—Granted license to cover construction permit for relay broadcast station authorizing changes in equipment, frequencies, and type of emission to special for FM (B2-LRE-429).

WNBQ—National Broadcasting Co., Inc., Portable-Mobile (area of Chicago, Ill.)—Granted license (B4-LRY-295) to cover construction permit for a new relay broadcast station to be used with applicant's standard station WMAQ; frequencies: 1606, 2074, 2102 and 2758; 25 watts.

WGPC—J. W. Woodruff and J. W. Woodruff, Jr., d/b as Albany Broadcasting Co., Albany, Ga.—Granted motion for 30-day continuance of hearing now scheduled for February 3, 1944, on application of WGPC for construction permit to move transmitter and studio to West Point, Ga., and application of L. J. Duncan, et al., d/b as Valley Broadcasting Co., for a new station at West Point, Ga. Hearing continued to March 7, 1944.

KFQD—William J. Wagner, d/b as Alaska Broadcasting Co., Anchorage, Alaska.—Granted license to use old 250-watt composite transmitter as an auxiliary transmitter (B-L-1788).

WLBZ—Thompson L. Guernsey (Transferor), Eastland Broadcasting Co. (Transferee), Maine Broadcasting Co., Inc., Bangor, Maine.—Granted involuntary transfer of control of Maine Broadcasting Co., Inc., licensee of station WLBZ, from Thompson L. Guernsey to Eastland Broadcasting Co., for a consideration of \$150,000 for 439 shares of capital stock (B1-TC-308).

### LICENSE RENEWALS

KEJN—Puget Sound Broadcasting Co., Inc., area of Tacoma, Wash.—Granted renewal of relay broadcast station license for the period ending December 1, 1945.

WEIQ—WMCA, Inc., area of New York City.—Granted renewal of relay broadcast station license for the period ending December 1, 1945.

KGBK—Helen Townsley, area of Great Bend, Kans.—Present license for relay broadcast station further extended upon a temporary basis only, pending determination upon application for renewal for the period ending April 1, 1944.

WRET—Ralph A. Horton, area of Ft. Lauderdale, Fla.—Present license for relay broadcast station further extended upon a temporary basis only, pending determination upon application for renewal for the period ending April 1, 1944.

WMWA—WOKO, Inc., area of Albany, N. Y.—Present license for relay broadcast station further extended upon a temporary basis only, pending determination upon application for renewal for the period ending April 1, 1944.

WEKF—Paducah Broadcasting Co., Inc., area of Paducah, Ky.—Present license for relay broadcast station further extended upon a temporary basis only, pending determination upon application for renewal for the period ending April 1, 1944.

WBLQ—Piedmont Publishing Co., area of Winston-Salem, N. C.—Present license for relay broadcast station further extended upon a temporary basis only, pending receipt and determination upon application for construction permit, for the period ending March 1, 1944.

WJR—WJR, The Goodwill Station, Detroit, Mich.—Granted renewal of license for the regular period, for the main and auxiliary transmitters.

W Columbia Broadcasting System, Inc., New York City.—  
ranted renewal of license for the regular period, for the  
main and auxiliary transmitters.

KFAB—KFAB Broadcasting Co., Lincoln, Neb.—Granted extension of special service authorization to operate synchronously with station WBBM from sunset at Lincoln, Neb., to 12 midnight, for the period ending May 31.

WBBM—Columbia Broadcasting System, Inc., Chicago, Ill.—  
Granted extension of special service authorization to operate synchronously with station KFAB from sunset at Lincoln, Neb., to 12 midnight, for the period ending May 31.

WFAA—A. H. Bello Corp., Dallas, Texas.—The Commission reconsidered its action of January 18 in granting renewal of license for the period ending November 1, 1946, set aside the grant, and in lieu thereof extended the license of station WFAA to midnight, May 31.

The Commission has extended to midnight May 31, 1944, the licenses of the following stations:

WEEU, Reading, Pa.; WILM, Wilmington, Del.; KIEV, Glendale, Calif.; WBAP, Fort Worth, Texas; WAIT, Chicago; WLW, Cincinnati, Ohio; KFI and auxiliary, Los Angeles; KFAB, Lincoln, Neb.; WBBM, Chicago.

### MISCELLANEOUS

KFQD—William J. Wagner, tr/as Alaska Broadcasting Co., Anchorage, Alaska.—Granted license (B-L-1787) to cover construction permit which authorized installation of new transmitter and increase in power from 250 watts to 1 KW.

In re: Orders 79 and 79-A.—Granted motion of Newspaper-Radio Committee for extension of time within which to file a statement with respect to Exhibits Nos. 3, 17, 17-A and 408-422, and ordered time extended to February 8, 1944.

### APPLICATIONS FILED AT FCC

#### 940 Kilocycles

WMAZ—Southeastern Broadcasting Co., Inc., Macon, Ga.—Acquisition of control by George P. Rankin, Jr., through sale of 279 shares of common stock by E. K. Cargill to licensee corporation to be held as treasury stock.

#### 1230 Kilocycles

WRBL—The Columbus Broadcasting Co., Inc., Columbus, Ga.—Construction permit to install a synchronous amplifier near Ft. Benning, Ga. Amended: re changes in antenna system.

#### 1240 Kilocycles

KFOR—Cornbelt Broadcasting Corp., Lincoln, Nebr.—Transfer of control of licensee corporation from Sidles Company, State Journal Printing Co., and Star Printing Co., to Charles T. Stuart and James Stuart.

WJMC—Walter H. McGenty, Rice Lake, Wisc.—Voluntary assignment of license to Walter C. Bridges.

#### 1280 Kilocycles

WDSU—WDSU, Inc., New Orleans, La.—License to use presently licensed W. E. 96021 transmitter as an auxiliary transmitter with power of 1 KW.

#### 1290 Kilocycles

KOIL—Central States Broadcasting Co., Omaha, Nebr.—Transfer of control of licensee corporation from Sidles Company, State Journal Printing Co., and Star Printing Co., to Charles T. Stuart and James Stuart.

### FM APPLICATION

NEW—J. E. Rodman, Fresno, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44100 kc. with coverage of 24,752 square miles.

## 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.

**W. S. Roberts**, Elverta, Calif., who prior to June 1943 traded as Health Brands and had his place of business at 455 West 45th St., New York, is charged in a complaint with disseminating false advertisements concerning certain cosmetic, medicinal and food-flavoring preparations sold by him. (5122)

**Rockwell Woolen Company**—Violation of the Wool Products Labeling Act is alleged in a complaint against Rockwell Woolen Co., Leominster, Mass., engaged in the manufacture and sale of woolen products including yarns used by purchasers in making sweaters and other garments. (5121)

**Roofers Mfg. Assn., Inc., et al.**—A complaint directed against the practice of misgrading and misbranding soft wood lumber products has been issued against the Roofers Manufacturers Association, Inc., Cuthbert, Ga., and the New Jersey Lumbermen's Association, Inc., an organization of dealers in lumber and building materials with headquarters in Newark, N. J. The complaint also names as respondents the officers and members of the two associations and certain independent lumber dealers located in the States of New York and New Jersey. (5124)

**Staffin-Johns Company**—Misrepresentation of the properties and price of mattresses and bedding is alleged in a complaint issued against Max I. Staffin, Milton J. Spitzer and David Staffin, copartners trading as The Staffin Johns Co., 1308 North Halsted St., Chicago, and Cum-A-Part Mattress Co., Inc., 499 Sackman St., Brooklyn, and its officers and directors, Louis Staffin, Harry Staffin, Minnie Staffin and Abraham Staffin. (5120)

### STIPULATIONS

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

**Central Soya Co., Inc.**, trading as McMillen Feed Mills, Ft. Wayne, Ind., stipulated that it will cease and desist from representing that the dry dog food preparation it sells under the name "Dogburger" contains meat. (03189)

**Kilpatrick Bakeries** (3795), 2030 Folsom St., San Francisco, and Basil T. Williams and Mary Ellen Williams, trading as Williams' Bakery (3796), Eugene, Oregon, have entered into separate stipulations to cease and desist from certain misrepresentations in connection with the sale of Roman Meal Bread. The stipulations also were entered into by Emil Reinhardt, trading as Emil Reinhardt Advertising Agency, 1736 Franklin St., Oakland, Calif., who prepared and placed advertising matter for Roman Meal Bread. (3795-3796)

**Mitchellace, Inc.**, Portsmouth, Ohio, engaged in the manufacture and sale of shoelaces, tape and braid, entered into a stipulation to discontinue advertising, labeling, invoicing, or selling any product composed in whole or in part of rayon without clearly disclosing such fact by use of the word "rayon." (3793)

**Radiator Seal Co.**, 120 Stutsman St., Council Bluffs, Iowa, has entered into a stipulation to cease and desist from representing that the sealing compound he sells welds motors, leaks or radiators, or repairs the same by means of welding, or causes the union, consolidation or fusion of metals as in the case of a welding process. (3794)

**Sugar Beet Products Co.**, Saginaw, Mich., engaged in the manufacture and sale of a powdered soap called Formula SBS-11, stipulated that it will cease and desist from representing that the product is effective in the prevention of or as a treatment for skin irritations, dermatitis, chapping or soreness; that it will remove all bacteria from the skin or can be depended upon to prevent infections or to act as an antiseptic under the conditions of use; or that all commercial liquid soaps contain alcohol. (3797)

**Wissahickon Plush Mills, Inc.**, 3727 Main St., Philadelphia, entered into a stipulation to cease and desist from representing, by the use of so-called guarantee certificates, or in any other manner, that its Wissahickon mohair upholstery fabrics are mothproof for five years or any other period of time unless they have been so treated as to be rendered mothproof for the period of time indicated. (3800)

### CEASE AND DESIST ORDERS

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

**Brooks Appliance Co.**, Marshall, Mich., and its officers, Harold C. Brooks and Craig W. Brooks, have been ordered to cease and desist from disseminating any advertisement which represents that the trusses they sell under the names Brooks Rupture Appliance and Brooks Automatic Air Cushion constitute a competent remedy or cure for hernia. The respondents have branch offices at 500 5th Ave., New York, and 5 North Wabash Ave., Chicago. (5072)

**Rodin Novelty Co.**, 814 Pierce St., Sioux City, Iowa, has been ordered to cease and desist from the use of lottery methods in the sale of merchandise, including cigarette lighters, ash trays, luggage, clocks and novelties. (5082)

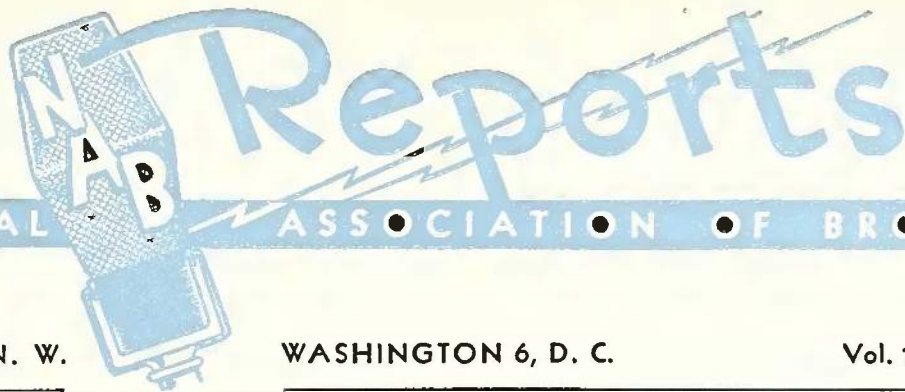
**Von Drug Company**—Dissemination of false advertisements concerning the therapeutic properties of Von's Pink Tablets, recommended as a remedy for stomach ulcers, is prohibited under an order against George Von Nieda, Sadie Von Neida and Florence Beebe, copartners trading as Von Drug Co., Miami, Fla. The copartners have the tablets manufactured under their formula and distribute them through sales agents who also are named in the order as respondents. (4704)

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1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 12, No. 6, February 11, 1944

## JOHN E. FETZER AGAIN HEADS EIGHTH DISTRICT

John E. Fetzer, WKZO, Kalamazoo, Michigan, Tuesday (Feb. 1) was re-elected Director of the Eighth NAB District by acclamation, the vote being made unanimous by the broadcasters of Michigan and Indiana, when Fetzer was presented as the sole nominee by the nominating committee at the Indianapolis meeting.

The one day meeting featured a report by Neville Miller on new legislation, ASCAP and Petrillo, followed by a discussion of post-war broadcast problems which included a review of the FMBI meeting in New York City the preceding week.

Willard D. Egolf covered NAB public relations activities and presented, item by item, the subjects covered in a proposed inspirational book on public relations for the broadcasting industry. The book has been in preparation by the public relations committee and a special sub-committee for several months. First hand comments and suggestions are wanted from the broadcasters.

Lew Avery reported favorable nation-wide reaction to the Retail Promotion Committee Plan, especially in the retail trade association field, and summarized the activities to date. Action of the Sales Managers' Executive Committee on the subjects of the continuing annual discount, new promotions similar to the recent Retail Promotion Committee Plan, post-war planning, resolutions against spot announcements advertising two unrelated products and granting staggered interchange of products in participating programs were discussed.

Carl Haverlin, BMI, discussed in detail the implications of ASCAP and Petrillo activities, past and future.

Major Les Lindow, Bureau of Public Relations, War Department, urged broadcasters to help counteract over-optimism regarding the war.

The meeting also heard A. H. Llewelyn and Lavinia Schwartz, representing OWI from Cleveland and Chicago respectively, and K. A. Jadassohn from the Treasury Department.

Added remarks were made by Frank Chizzini, NBC Thesaurus; Milton Blink, Standard Radio; Leonard Callahan, SESAC.

The meeting ended with the showing of three sound films: "On the Air!" Westinghouse, Inc., history of radio; followed by two General Electric features on FM and Television.

Total registration included: Robert L. Mackin, WHLS; Harmon L. Stevens, WHLS; A. Josephsen, RCA; John Carl Jeffrey, WKMO; R. R. Baker, WTRC; Manuel Rosenberg, *The Advertiser*; R. E. Bausman, WISH; Burt Squire, SESAC; Robert Pace, WDAN; Eldon Campbell, WOWO; Bert Julian, WIBC; O. J. Kelchner, WIBC; Wade Barnes, NBC Thesaurus; Steve Conley, WOWO-WGL; Felix D. Adams, Jr., WISH; George M. Jackson, WBOW; Dan E. Jayne, WELL; Bruce McConnell, WISH; Owen F. Uridge, WJR.

## JOHN J. GILLIN RE-ELECTED TENTH DISTRICT DIRECTOR

John J. Gillin, Jr., Pres. WOW, Omaha, was re-elected Director of the Tenth NAB District in Omaha, Nebraska, by the unanimous vote of the broadcasters of Missouri, Iowa and Nebraska attending the two-day session in Omaha, February 4-5.

Military, OWI and Treasury Department officials, including Major General Clarence H. Danielson, Commandant of the Seventh Service Command, headlined a program which was devoted in large part to the role of broadcasting in the prosecution of the war.

C. E. Arney, Jr., Secretary-Treasurer and temporary Managing Director of NAB, covered the legislative situation, selective service, manpower, war and post-war problems, NAB committees and their work and other matters of current concern, calling upon Carl Haverlin, BMI, for remarks on ASCAP and Petrillo, also Frank Chizzini, NBC Thesaurus, Chicago, who reported on the recording situation.

NAB committee members and chairmen residing within the Tenth District were introduced by Director Gillin and discussed the NAB Code, programming, research, sales and public relations.

The sales managers held special sessions which are reported under separate heading later in this story.

Willard D. Egolf, NAB Assistant to the President, and Merle Jones, KMOX, Tenth District Public Relations Chairman, conducted a panel on public relations in which Hugh Feltis, "Chet" Thomas and Ed Breen acted as experts in analyzing the subjects contained in the proposed manual of public relations for the broadcasting industry.

On Saturday the broadcasters attended a special luncheon at the Chamber of Commerce to hear Idaho's Governor Bottolfson, who later appeared in the broadcast, "Your America," network show originating through WOW to NBC under the sponsorship of the Union Pacific Railroad, where station men also formed a part of the large studio audience.

Saturday afternoon special showings of the Westinghouse sound film, "On the Air!" and the two General Electric films, on FM and Television, drew a large number of the registrants.

Resolutions adopted at the meeting are reproduced in full, herewith:

### Resolutions Adopted at the NAB Tenth District Meeting in Omaha, Nebraska,

February 4-5, 1944

WHEREAS the House Ways and Means Committee approved the Cannon-Mills Bill February 4, 1943, providing for the payment of War Bond advertising,

(Continued on page 40)



The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W.

WASHINGTON

Phone NAational 2080

Neville Miller, President

C. E. Arney, Jr., Secretary-Treasurer

Robert T. Bartley, Director of War Activities; Lewis H. Avery, Director of Broadcast Advertising; Willard D. Egolf, Assistant to the President; Howard S. Frazier, Director of Engineering; Paul F. Peter, Director of Research; Arthur C. Stringer, Director of Promotion.

RESOLUTIONS ADOPTED AT THE NAB TENTH DISTRICT MEETING IN OMAHA, NEBRASKA, FEBRUARY 4-5, 1944.

(Continued from page 39)

BE IT RESOLVED, That the broadcasters of the Tenth District of NAB are opposed to said bill and suggest to the Legislative Committee of NAB that they consider advising the proper legislative committee in Congress of this action.

\* \* \* \*

BE IT RESOLVED, That the Tenth District of NAB wishes to express its sincere and deep appreciation to Neville Miller for the faithful and effective service he has rendered the entire broadcasting industry through the critical period in our development during the past five and one-half years.

At the same time, we wish to assure the new President, J. Harold Ryan, of our complete confidence in his ability to meet the challenges of the future and to pledge him our heartiest cooperation and support.

\* \* \* \*

WHEREAS the broadcasters of the Tenth District of NAB are vitally interested in the developments of the current recording problem,

BE IT RESOLVED, That they commend and support the viewpoint of RCA, Columbia and NBC Thesaurus in this controversy.

\* \* \* \*

WHEREAS the Omaha radio stations, WOW, KOIL, KFAB, KBON, KOWH, have again served as very gracious hosts to the broadcasters of the Tenth District of NAB.

BE IT RESOLVED, That we extend to them our sincere appreciation of their hospitality and especially commend Director Gillin for arranging such an interesting and constructive agenda.

\* \* \* \*

WHEREAS the pioneering spirit of the Union Pacific Railroad has again made itself evident in the use of radio as a major medium of advertising in scheduling its network program, "YOUR AMERICA," over forty-five NBC stations,

BE IT RESOLVED, That the broadcasters of the Tenth District of NAB hereby commend Mr. Jeffers and his organization for their keen judgment and foresight and pledge him the support of all stations in this District. We further wish to thank Mr. Jeffers for his personal invitation to attend the broadcast of "YOUR AMERICA."

\* \* \* \*

WHEREAS the broadcasters of the Tenth District of NAB, in common with all broadcasters in the nation, are vitally interested in the prosecution of the war and in co-operating with all branches of the armed services,

BE IT RESOLVED, That an expression of gratitude be extended to Major General Danielson, Commandant of the Seventh Service Command, for his appearance before, and inspiring remarks to, the annual meeting of the Tenth District at Omaha, Nebraska.

TENTH DISTRICT SALES MANAGERS HEAR "WHAT RADIO BUYERS WANT TO KNOW"

More than twenty-five sales managers, including Dietrich Dirks of KTRI, Chairman of the Sales Managers Executive Committee, attended the Friday morning and Saturday breakfast sessions, presided over by Hale Bondurant of WHO, District Chairman of the Sales Managers Committee. Following a review of the "Suggested Topics for Sales Managers Meetings" by Lewis H. Avery, NAB Director of Broadcast Advertising, the group listened to a talk on "What Radio Buyers Want to Know," by J. W. Knodel, Vice President and Sales Manager of Free & Peters, Inc., national radio station representatives.

"Give advertising agencies and advertisers the facts—and all the facts—about the announcements or programs you are offering," Knodel urged in outlining the information available to the space buyer of newspaper advertising as contrasted with that available to the time buyer of broadcast advertising.

"Too often," Knodel declared, "the time buyer, who has asked for announcement or program availabilities, finds the names of adjacent programs a mere collection of meaningless titles." To overcome this difficulty, Knodel counseled sales managers to incorporate with availabilities a brief description of the programs with such salient facts as will help to establish the popularity of the programs with the listening audience.

Urging a standardization of basic coverage data for all radio stations, Knodel stated that advertising agencies and advertisers throughout the Midwest prefer coverage maps based on a combination of mail response and the one-half-millivolt-per-meter contour line. Emphasizing the need for such standardized data, he pointed to the uniformity of circulation data in the magazine and newspaper fields.

At the conclusion of the Friday morning meeting, the following resolutions were introduced and passed unanimously. The resolution urging the preparation of a public relations and sales promotion presentation was also referred to the general membership of the Tenth District at the Saturday morning meeting and, after a slight alteration, passed unanimously.

The following resolution is addressed to the National Retail Dry Goods Association:

The sales managers of the NAB member stations in the Tenth District, embracing the States of Iowa, Missouri, and Nebraska, assembled in meeting at Omaha, Nebraska, on February 4, 1944, expressed unanimously their deep appreciation for the wholehearted cooperation of the Sales Promotion Division of the National Retail Dry Goods Association in the preparation and presentation of the Retail Promotion Plan, "Air Force and the Retailer," and resolved unanimously to cooperate in every manner and way possible with the Sales Promotion Clinic to be held in Cincinnati, Ohio, on April 4, 5, and 6, 1944, and to cooperate in like manner with any Sales Promotion Clinics or Schools that may be presented in other cities after the Convention in Cincinnati.

The next resolution, passed by both the sales managers and the general membership, is addressed to the NAB Board of Directors:

The sales managers of the NAB member stations in the Tenth District, assembled in meeting at Omaha, Nebraska, on February 4, 1944, passed unanimously the following resolution, which is identical in purpose to that adopted unanimously by the Sales Managers Executive Committee at its meeting in New York on January 18 and 19, 1944:

"WHEREAS the Sales Managers of the Tenth District recognize the desirability of a public relations effort on the part of the radio industry, as evidenced by requests from stations throughout the country following the showing of 'Air Force and the Retailer,' and



"WHEREAS the subject is of larger scope than falls strictly within the function of the Sales Managers Executive Committee, now, therefore, be it

"RESOLVED that the Sales Managers of the Tenth District suggest to the Board of Directors of the NAB that a committee, consisting of members of both the Sales Managers Executive Committee and the Public Relations Committee, be appointed to investigate the possibility of making a suitable visual presentation that could be used by radio stations before schools, civic organizations, trade groups, and for general consumer showings."

The last resolution of the sales managers is self-explanatory in purpose:

Recognizing the serious dangers inherent in the continued use of "hitch-hike" and "cow-catcher" announcements, annoyance and confusion to the listener, and failure of such service to provide adequate advertising, the sales managers of the NAB member stations in the Tenth District, assembled in meeting at Omaha, Nebraska, on February 4, 1944, therefore,

RESOLVED that the use of so-called "hitch-hike" and "cow-catcher" announcements on network, national spot, and local programs should be discontinued as soon as possible and, to that end, respectfully petitions the NAB Board of Directors, the networks, radio station representatives, and NAB member stations to implement this resolution at the earliest possible moment.

Realizing that certain practices in connection with station-break announcements create an equally undesirable situation to that presented by the use of "hitch-hike" and "cow-catcher" announcements, the sales managers of the Tenth District, therefore,

RESOLVED that as a corollary to the elimination of "hitch-hike" and "cow-catcher" announcements, NAB member stations should adopt the following Columbia Affiliates Advisory Board plan or a similar policy for the scheduling and use of station-break announcements:

- (a) to limit station-break announcements to service and other announcements for products or services which do not compete with products advertised on the preceding or following network program,
- (b) to provide an adequate interval following the sign-off of the preceding network commercial program and also before the opening of the following network commercial program, and that such adequate interval be a minimum of between two and three seconds, and
- (c) to limit commercial station-break announcements between network commercial programs to one announcement of one product.\*

\* This does not, of course, preclude "program promotion" for following programs where the addition of such references does not overcrowd the station break as per item (b).

## REGISTRATION TENTH NAB DISTRICT FEBRUARY 4-5, 1944

Paul R. Fry, KBON; Mrs. G. B. McDermott and G. B. McDermott, KBUR; K. S. Gordon, KDTH; W. P. Dietz, W. O. Edholm, Hugh Feltis, Had Hughes, Harold E. Röll, R. L. Stufflebam, and C. Earl Williams, KFAB-KFOR-KOIL; Mrs. Elsie M. Lawrence and Lois Crawford, KFGQ; Earl N. Peak, KFJB; Frank Stubbs, KFNF; Foster H. Brown, KFRU; L. L. Hilliard and Mrs. L. L. Hilliard, KGKY; F. C. Eighmey, Nancy Halson and Herbert R. Ohrt, KGLO; Wayne W. Cribb, WHMO; A. W. Ramsey, J. C. Rapp and R. J. Schroeder, KMA; Arthur Church and Karl Koerper, KMBC; John Harrison, Wich Heath, Bill Martin and Rex H. Lathen, KMMJ; Wendell B. Campbell and Merle S. Jones, KMOX; John Alexander and Joe di Natale, KODY; B. C. Corrigan, KOWH; Morgan Sexton, KROS; E. T. Flaherty and Elizabeth Sammons, KSCJ.

Edward W. Hamlin, KSD; Craig Lawrence, William L. Flanagan and Edmund Linehan, KSO-KRNT; Dietrich

Dirks, KTRI; Edward Breen, KVFD; Jack DuMond, KXEL; C. L. Thomas, KXOK; Ted Enns and Charles E. Logan, Iowa Broadcasting Company; Rod Holmgren and Jerry A. Deane, OWI; F. C. Gosler and A. Josephsen, RCA; Leonard D. Callahan, SESAC; A. E. Joseclyn, WCCO; John T. Schilling, WHB; Hale Bondurant, Harold Fair, Harold Fulton, J. O. Maland and Woody Woods, WHO; Art Thomas, WJAG; Bill Quarton, WMT; L. O. Fitzgibbons and Beryl Lottridge, WOC; John J. Gillin, Jr., Harry Burke, Lyle De Moss, M. M. Meyers, Soren Munkhof, Ray Olson and Bill Wiseman, WOW; Carl Haverlin, BMI; A. W. Kaney, NBC; Wade Barnes and Frank E. Chizzini, NBC Thesaurus Transcriptions.

C. E. Arney, Jr., Lewis Avery and Willard Egolf, NAB; K. A. Jadassohn, War Finance Division; J. W. Knodel, Free and Peters, Inc.; George A. Kercher, Edward Petry & Co.; Howard Lane, CBS; Alex Sherwood, Standard Radio; Al Stine, Press Association; Lt. Comdr. Roger Q. White, U. S. Navy; and Lt. M. C. Miller, Public Relations.

## ED YOCUM RE-ELECTED DIRECTOR OF FOURTEENTH DISTRICT

Ed Yocum, KGH, Billings, Montana, was reelected Director of the Fourteenth District by unanimous ballot at a meeting in Denver on February 7-8. Resolutions were passed strongly condemning the Bankhead Bill and urging greater and more intelligent use of BMI material.

## JETT'S NOMINATION FAVORABLY REPORTED

The Senate Committee on Interstate Commerce on Wednesday held an open hearing in connection with the appointment of J. K. Jett as a member of the FCC to succeed George Henry Payne for a period of seven years, beginning July 1. Only two votes in the Committee were cast against Mr. Jett.

The Committee ordered a favorable report to the Senate and probably by the time this copy of the REPORTS reaches its readers, Mr. Jett will have been confirmed as a member of the FCC.

## NAVY DEPARTMENT COMPLIMENTS NAB

NAVY DEPARTMENT

WASHINGTON

Industrial Incentive Division  
2118 Massachusetts Avenue, N. W.

February 2, 1944.

Mr. Neville Miller, President,  
National Association of Broadcasters,  
1760 N Street, N. W.  
Washington, D. C.

DEAR MR. MILLER:

It is my pleasure to express to you and your associates, my personal thanks, and the appreciation of this Division, for the interest shown by your organization in the WARC-CAST service, a project initiated by the Incentive Division.

The assistance of Mr. Arney and Mr. Stringer deserves particular recognition. Through their help and the excellent facilities of your organization, we have been enabled to extend the WARC-CASTS to many additional radio stations and plants.

The fine spirit of cooperation demonstrated by your organization has been very helpful to the work of the Incentive Division. It is our hope that this pleasant relationship will be continued.

Sincerely yours,

S/ C. H. WOODWARD  
C. H. WOODWARD,  
Rear Admiral, USN,  
Chief, Incentive Division.

## 914 STATIONS

Since the first of the year, the FCC has granted two new construction permits which appear under the February 1 count of stations in the following table:

	1943												1944		
	Feb. 1	Mar. 1	Apr. 1	May 1	June 1	July 1	Aug. 1	Sept. 1	Oct. 1	Nov. 1	Dec. 1	Jan. 1	Feb. 1		
Operating	910	910	911	911	911	911	911	911	911	911	910	910	910		
Construction	6	5	2	2	1	1	2	2	2	2	2	2	4		
	916	915	913	913	912	912	913	913	913	913	912	912	914		

## KANSAS CITY GOES IN FOR KID SHOWS

Three thousand questionnaires have recently been released by the Children's Program Committee of the Radio Council of Greater Kansas City. The questionnaires list the names of 31 children and youth shows heard over local stations. Criteria for children's programs are noted, as follows:

"Radio programs for children should:

1. Be entertaining.
2. Be dramatic with reasonable suspense.
3. Be of high artistic quality and integrity.
4. Be expressed in correct English and diction (character parts excepted).
5. Appeal to the child's sense of humor.
6. Be within the scope of the child's imagination.
7. Stress human relations for cooperative living.
8. Stress intercultural understanding and appreciation."

## FEDERAL COMMUNICATIONS COMMISSION DOCKET

### HEARINGS

No hearings are scheduled before the Commission in broadcast cases during the week beginning Monday, February 14.

## FEDERAL COMMUNICATIONS COMMISSION ACTION

### APPLICATIONS GRANTED

- WHAT—Philadelphia Record Co. (transferor), William A. Banks (transferee), Independence Broadcasting Co., Inc. (licensee), Philadelphia, Pa.—Granted consent to voluntary transfer of control of Independence Broadcasting Co., Inc., licensee of Station WHAT, from Philadelphia Record Company to William A. Banks, by transfer of 100 per cent of issued and outstanding capital stock for a consideration of \$22,500 (B2-TC-351).
- Sacandaga Broadcasting Corp., Gloversville, N. Y.—Granted construction permit for new standard broadcast station at Gloversville, N. Y., to operate on 1340 kc., 250 KW power, unlimited time (B1-P-3404).
- WRBL—The Columbus Broadcasting Co., Inc., Columbus, Ga.—Granted construction permit to install synchronous amplifier near Ft. Benning, Ga., to be operated on 1230 kc., 250 KW, unlimited time, synchronous with WRBL (B3-P-3562).

## MISCELLANEOUS

- WSAY—Brown Radio Service and Laboratory (Gordon F. Brown, Owner), Rochester, N. Y.—Granted modification of construction permit as modified, authorizing change in frequency, power, etc., for extension of completion date to 8-1-44 (B1-MP-1732).
- WJZ—Blue Network Company, Inc., New York City.—Granted license (B1-L-1795) to cover construction permit which authorized move of auxiliary transmitter, installation of new transmitter and antenna, and change in power from 25 to 10 KW. Also granted authority to determine operating power by direct measurement of antenna power (B1-Z-1579).
- WLOK—The Fort Industry Co., Lima, Ohio—Granted authority to determine operating power by direct measurement (B2-Z-1577).

The Commission on February 8 granted an application for a permit for the construction of a new 250 watt local channel station at Gloversville, N. Y., and also granted an application for a permit for the construction of a synchronous amplifier near Ft. Benning, Ga., to be operated in conjunction with Station WRBL, Columbus, Ga. These grants were made under Commission policy as stated in its Public Notice of August 11, 1943, and prior statements of policy. However, the Commission made the grants subject to procedural requirements announced in its Public Notice of January 26, 1944, which provides, among other matters, for issuance of conditional grants pending submission of evidence in writing from the War Production Board that any authorization of that Board necessary to carry the construction to completion have been obtained or that none are required, and that applicant is in position to complete all construction necessary to the proposed operation within a reasonable time.

WDGY—Dr. George W. Young, Minneapolis, Minn.—Denied petition to correct record and to reinstate action of the Commission taken July 7, 1942; denied application for special service authorization to operate unlimited time with 500 KW after sunset at Albuquerque, N. Mex., during summer months and 250 KW after sunset at Albuquerque during winter months (Station now operates on 1130 kc. with 5 KW day, 500 KW night, limited Albuquerque.) (B4-SSA-39).

The Commission approved a power of attorney for Birney Imes, Jr., with respect to the management and operation of Station WMTU, Tupelo, Miss., to be handled by Robert L. McRaney as his attorney-in-fact.

### APPLICATIONS FILED AT FCC

#### 630 Kilocycles

NEW—A. W. Talbot, Missoula, Mont.—Construction Permit for a new standard broadcast station to be operated on 630 kc., 1 KW daytime and unlimited hours of operation.

#### 710 Kilocycles

- KOB—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—Modification of construction permit (B5-P-2783 as modified) which authorized changes in transmitting equipment and increase in power for change in frequency from 1180 kc. to 770 kc.
- KOB—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—License to cover construction permit (B5-P-2783 as modified by above application) for change in frequency, increase in power and changes in equipment.
- KOB—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—Authority to determine operating power by direct measurement of antenna power.

#### 1090 Kilocycles

KTHS—Radio Broadcasting, Inc., Hot Springs National Park, Ark.—Extension of special service authorization to operate unlimited time, simultaneously with WBAL with power of 1 KW night, 10 KW day for the period ending 5-1-45.

#### 1230 Kilocycles

WDSM—WDSM, Inc., Superior, Wisc.—Relinquishment of control of licensee corporation by Victoria B. Conroy and James J. Conroy through sale of 45 shares common stock by Victor B. Conroy to Roland C. Buck.

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Relinquishment of control of licensee corporation through transfer of 493 shares common stock by J. C. Liner, Jr., to Mrs. Melba Liner Gaston.

#### 1240 Kilocycles

KBIZ—J. D. Falvey, Ottumwa, Iowa.—Voluntary Assignment of license from J. D. Falvey to KBIZ, Inc.

#### 1400 Kilocycles

WRDO—WRDO, Inc., Augusta, Maine.—License to cover Construction Permit (B1-P-3480) which authorized increase in power, installation of new transmitter and antenna and move of transmitter.

WRDO—WRDO, Inc., Augusta, Maine.—Authority to determine operating power by direct measurement of antenna power.

#### 1410 Kilocycles

NEW—A. W. Talbot, Billings, Mont.—Construction Permit for a new standard broadcast station to be operated on 1410 kc., power of 1 KW night, 5 KW daytime, unlimited hours of operation.

#### 1420 Kilocycles

WPRP—Julio M. Conesa, Ponce, Puerto Rico.—Voluntary Assignment of License from Julio M. Conesa to Voice of Porto Rico, Inc.

#### 1490 Kilocycles

KOVC—KOV, Inc., Valley City, N. Dak.—Voluntary transfer of control of licensee corporation from Milton Holiday, Herman Stern and E. J. Pegg to Robert E. Ingstad (112 shares common stock).

### FM APPLICATIONS

NEW—The WGAR Broadcasting Co., Cleveland, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45,500 kc., with coverage of 8,500 square miles.

NEW—Southland Industries, Inc., San Antonio, Texas.—Construction Permit for a new high frequency (FM) broadcast station to be operated on 44,500 kc., with coverage of 16,500 square miles.

NEW—Capitol Broadcasting Corp., Indianapolis, Ind.—Construction Permit for a new high frequency (FM) broadcast station to be operated on 48,700 kc., with coverage of 14,120 square miles.

### TELEVISION APPLICATION

NEW—Philco Radio and Television Corp., area of New York, N. Y.—Construction Permit for a new experimental television relay broadcast station to be used with W3XE and WPTZ to be operated on 20400-216000 kc., with power of 15 KW and A5 Emission.

### MISCELLANEOUS APPLICATION

WBLQ—Piedmont Publishing Co., area of Winston-Salem, N. Car.—Construction permit to install a new transmitter.

## 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.

**Colgate-Palmolive-Peet Co.**, Jersey City, N. J., is charged in a complaint with disseminating advertisements which misrepresent

the composition, properties and effectiveness of certain soaps, dentifrices and shaving creams it manufactures and sells in interstate commerce. (5126)

**Gold Seal Mfg. Company**—Misrepresentation of the effectiveness and dependability of so-called anti-freeze solutions designated "Gold Seal" and "Zero Flo" is alleged in a complaint issued against Banner Manufacturing Co., Inc., trading as Gold Seal Manufacturing Co. and as National Laboratories Co, 37 Preston Court, Brooklyn. The respondents recommend the product as being safe for use in cooling systems of automobiles and other combustion engines (5123)

**Leventhal & Hurwitz**—A complaint alleging violation of the Wool Products Labeling Act has been issued against Edward Leventhal and Jacob Hurwitz, who are manufacturers of wool products and trade as Leventhal & Hurwitz, 500-7th Ave., New York, and against Harry Haber, trading as Haber & Co., Washington, D. C., where he operates women's wearing apparel stores at 1205 G St., N. W., 3046 14th St., N. W., and 3038 14th St., N. W. The store at the last mentioned address is known as "Bradley's." (5125)

**North Eastern Radio Company**, 799 Broadway, and also as Midwest Radio Service Company, 80 East 11th St., New York, is charged in a complaint with misrepresentation and unfair and deceptive acts and practices in commerce. (5127)

**Pioneer Specialty Company** and also as Candyland Company, 38 Crosby Ave., Brooklyn, selling and distributing candy to dealers, is charged in a complaint with the use of unfair and deceptive acts and practices in commerce through the practice of using over-size containers or cartons. (5128)

### CEASE AND DESIST ORDER

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

**Harry Fischer & Company**—An order has been issued directing Harry Fischer and Joseph Fischer, trading as Harry Fischer & Co., 315 North 12th St., Philadelphia, manufacturers of men's clothing, to cease and desist from violation of the Wool Products Labeling Act. (5073)

### STIPULATIONS

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

**Aristocrat Clock Co.**, 245-5th Ave., New York, stipulated that they will discontinue representing that they manufacture the clocks they sell, unless they actually own and operate, or directly and absolutely control, the factory wherein are made all of the products sold by them under such representation. (3804)

**Barri Fabrics Corp.**, 1441 Broadway, New York, engaged in the sale of textile fabrics, entered into a stipulation to cease and desist from:

(1) Use of the term "butcher linen" to designate a fabric not composed of linen and of the word "linen" to imply that such fabric is linen;

(2) Advertising, labeling, invoicing or selling any fiber, yarn, fabric, garment or other article not containing linen, but which has been manufactured or processed in a manner to simulate linen, or which purports to contain linen in whole or in part, or which is represented as having a linen finish, unless complete and non-deceptive disclosure be made of the fiber content of the product and of the fact that it does not contain any linen;

(3) Advertising, labeling, invoicing or selling products composed in whole or in part of rayon without clearly disclosing such fact by the use of the word "rayon"; and when a product is composed in part of rayon and in part of other fibers or

material, from failing to disclose in immediate connection with the word "rayon," and in equally conspicuous type, each constituent fiber of the product. (3808)

**Decco Barber Supply Co.**, Roxbury, Mass., engaged in the sale of Kulver's East Indian Hair Dressing, stipulated that he will cease and desist from representing that the preparation is a hair grower, produces long hair, or in any way facilitates the growth of hair, and from designating such domestic preparation as "East Indian Hair Dressing," or otherwise representing that it is a product of, or contains ingredients imported from, East India or any other foreign country. (3798)

**Federal Waterproofing Co., Inc.**, 2245 Valley Ave., Indianapolis, entered into a stipulation to cease and desist from representing that the cement curing compound it sells under the name "Preservakure" will not stain, mottle or discolor surfaces to which it is applied, or that the ingredients thereof are chemically inert or non-saponifiable. (3803)

**Food Display Machine Corp.**, operating as Razoroll Co., 620 N. Michigan Ave., Chicago, stipulated that it will cease and desist from certain misrepresentations in connection with the sale of a safety razor blade sharpener designated "Razoroll." (3807)

**James Studio**, 5253 N. E. Sandy Blvd., Portland, Oreg., has stipulated that he will cease and desist from use of the words "Gold Tone Oil Painted Photo" as descriptive of photographs which are not in fact gold tone photographs produced by the "gold toner" process, which involves the use of gold chloride; and from use of the words "Gold Tone" in any manner so as to imply that such photographs are produced by said "gold toner" process. (3805)

**Johnson, Smith & Co.**, 6615 E. Jefferson Ave., Detroit, engaged in the sale of novelty merchandise including a printing press advertised to sell at \$2.98, stipulated that they will discontinue:

(1) Representing that they fill orders for their printing press with a press of the type depicted and described in their advertisements, unless the orders actually are filled with the types of press represented;

(2) Using the words "a real printing press" or "does real job work" to imply that the press is capable of doing any type of commercial or job work or that it is other than a toy printing press; and

(3) Using the words "will turn out many hundreds of copies per hour" as descriptive of the printing capacity of the press, or any other statement that attributes to the press a printing capacity in excess of what it can normally accomplish. (3809)

**John C. Mason & Co.**, 2250 South Spaulding Ave., Chicago, has stipulated that, in connection with the sale and distribution of men's clothing, it will cease and desist from the use of a "Money Back Guarantee" or other agreement containing any representation to the effect that it will refund to customers the amounts paid by them for merchandise, unless it actually does refund the full amounts paid, whether paid to the corporation's sales agents, for "collect on delivery" shipments, or in any other manner; and from the use of any guarantee unless strict and complete performance is made with all of its terms and conditions. (3799)

**Maxine Dress Co.**, 302 S. Market St., Chicago, engaged in the manufacture of rayon dresses, has entered into a stipulation to cease and desist from advertising, offering for sale or selling fabrics or garments composed in whole or in part of rayon without clearly disclosing such fact by use of the word "rayon"; and when such products are composed in part of rayon and in part of other fabrics or materials, from failing to disclose in immediate conjunction with the word "rayon," and in equally conspicuous type, each constituent fiber of the product. (3806)

**Parker Bouldin Company**—A stipulation to cease and desist from certain representations in connection with the sale of Priscilla Parker Cosmetics has been entered into by Raymond W. Appleton, trading as Parker Bouldin Co., 500 Robert St., St. Paul, Minn. The respondent agrees to cease and desist. (3801)

**E. L. Patch Co.**, Boston, engaged in the sale of drug products called "Kondremul with Non-Bitter Extract of Cascara" and "Kondremul with Phenolphthalein," have entered into a stipulation to cease and desist from disseminating any advertisement which fails to reveal that the products should not be used when abdominal pain, nausea, or other symptoms of appendicitis are present; provided, however, that such advertisements need only contain the statement, "CAUTION: Use only as directed," if and when the directions for use on the labels or in the labeling contain a warning to the same effect. (O3188)

**Western Auto Supply Co.**, which has its principal place of business in Kansas City, Mo., and operates a chain of retail stores throughout United States, has stipulated that it will discontinue certain misrepresentations in connection with the sale of house paint. (3802)

#### FTC DISMISSES CASE

The Federal Trade Commission has dismissed without prejudice the case growing out of the complaint it issued against Fred Benioff Co. and Fred Benioff, both trading as Fred Benioff Furs, Benioff's Furs, and Benioff's, 133 Geary St., San Francisco.

The respondents were charged with misrepresentation in connection with the sale of fur garments.

# READ THESE 2 PAPERS

on Post-War Radio Service

*featured at*

**I. R. E. WINTER MEETING**

New York City. January 28-29

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### “DESIGN TECHNIQUE VERSUS SERVICE REQUIREMENTS”

Analysis of Pre-War and Post-War Problems as  
Related to Radio and Television  
Receiving Instruments

by

Irwin W. Stanton  
RCA Service Company, Inc.

**M**UCH has been said and written before about service as applied to radio broadcast receiving instruments but little has been done to eliminate the many evils associated with former methods.

There have been various interpretations of the word “service” and it is axiomatic that it has been subjected to much abuse. We might ask: “What do we mean by “service” and where does it start and end?”. One, and probably the best definition of the word “service” is:

*“Sufficient and Effective for a Purpose”*

This, then, does not limit service to that rendered by dealer, distributor, or manufacturer, to consumer for correction of a defect with the product, but allows the word “service” to encompass the product itself and all that it represents. This paper, therefore, will not be confined to service rendered in the field, but rather, will discuss service from the time the product is conceived until it has been delivered to the consumer and has, in itself, rendered satisfactory service. However, emphasis will be placed upon that portion of service rendered by dealer, distributor, or manufacturer in the field, and how, by proper design of the product, the necessity for this service can be held to a minimum.

A considerable amount of confusion as existed in the radio industry as to what constitutes “warranty repair service,” “warranty service,” and “field service.” No doubt the reason for this confusion has been the lack of a universal understanding or definition of these terms. To help clarify this situation a few words on our interpretation of their meaning may be in order.

“Warranty repair service” consists of the actual repairs made on a product that has become defective under normal use and operation during a given period of time, and this service includes all of the steps necessary to return the product to a normal operating condition.

“Warranty service” consists of all service rendered on a product and to the owner of the product, during a given period of time, to insure that the owner is enjoying optimum performance in its use and to assure him that the product is as represented.

“Field service” consists of all service rendered in the field, or at a location removed from the factory, and includes all service rendered on the product and to its owner both during and after the warranty period.

It should be noted that, primarily, “warranty repair service” is work performed on the instrument to correct any manufacturing defect, while “warranty service” includes “warranty repair service” and other services rendered to the owner.

Although it is not always realized, there are definite sales functions involved in “warranty service.” Many dealers appreciate that the sale of a radio or television instrument is not concluded when the customer’s signature is obtained on the contract and delivery of the instrument made. There exists after delivery a normal period, during which time contact between customer and dealer should be maintained. During this period, the dealer should carefully instruct the customer in proper operation of the instrument, explain any abnormal operating conditions peculiar to the locality and recommend and/or make any special installation necessary for optimum performance. It is this portion of “warranty service” which is as much of sales as that of obtaining the signature on the contract, and if not properly handled, may mean the difference between the loss of the sale or complete customer satisfaction and goodwill.

If it were possible to manufacture a radio or television instrument that in itself would not cause any trouble, there would still be a need for “field service” to cope with local operating conditions and the “human element” involved in the operation of the instrument. The “human element” is also present in the manufacture of a product and no matter how well or perfectly the product or its components are designed a certain amount of trouble may be expected.

The causes contributing to the necessity for rendering service in the field are many, some of which can be controlled by proper design of the product, and others which are beyond the capabilities of the product itself to overcome. By analyzing these causes, a better understanding of the functions and obligations of dealer, distributor, and manufacturer, in relation to what portion of service should become a definite and normal part of their operation can be had, and means may be found whereby the product can be designed to minimize these causes.

Trouble and dissatisfaction with a radio or television instrument in the field usually can be traced to one or more causes such as:

1. Failure of a component.
2. Poor performance due to concealed damage, caused by excessive vibration or rough handling in transit.
3. Poor workmanship or "human element" involved in the manufacture of the instrument.
4. Humid weather conditions.
5. Abnormal local operating conditions.
6. Low or excessive utility power supply voltage.
7. Poor performance due to improper installation.
8. Improper operation of instrument by customer.
9. Inadequate service facilities.
10. Poor performance due to improper design.

When trouble arises due to any of these conditions, the dealer or distributor can take prompt and effective steps to remedy the situation *if he maintains a well equipped and capable service department*. If the instrument is of good quality and properly designed, field trouble will be held to a minimum and "field service" resolves itself to the normal dealer functions of making any minor repairs or adjustments, installing the instrument so that it will perform as well as may be expected under the local operating conditions, and instructing the customer in its proper operation.

It is the purpose of this paper, first, to cover design technique which builds into the product those qualities which insure that the instrument will render satisfactory service, and, in itself, will reduce or keep to a minimum the need for "field service"; and, secondly, to analyze pre-war field service methods and to suggest possible improvements for rendering service to the consumer on both radio and television instruments, post-war.

An attempt will be made to point out those things in the design of a radio instrument which need more than usual consideration to keep to a minimum the need for "field service." No attempt will be made to give specific figures as regards sensitivity, selectivity, image ratios, fidelity, etc., because economically there are definite limits as to how far one may go in incorporating into the product, characteristics that will permit satisfactory performance under all extremes of operating conditions. In short, the product must be designed to meet the needs and desires of the majority of consumers, and these consumers should not be penalized by the incorporation of those features that substantially affect the selling price and satisfy only a few. *Within these limits, the engineer has in his hands the key to complete customer satisfaction*, and proper balance of those characteristics in the product, which contribute toward this desirable condition, we shall call "design technique." "Design technique," then, is the ability to achieve much with little. It is not always the complex portions of an instrument that cause the most trouble but rather, in many cases, the simple things that have been overlooked.

Actual component failure during warranty, may be expected to account for the trouble on approximately 5% of all instruments sold. Since there are approximately fifty to eighty major parts and assemblies in the larger radio set, it is obvious, that actual field component failure must be held well under one-tenth of one percent if total instrument failure due to defective components is to be kept under 5%. Fortunately there are relatively few operations involved in the manufacture of most parts, and standardization is carried out to a greater extent, which results in considerably less trouble from the "human element." However, if the parts do not have sufficient safety factor, if they are not carefully inspected during manufacture, if adequate life tests are not made to determine their reliability, or if proper humidity, temperature, and vibration tests are not made, troubles of an epidemic nature may be expected from instruments in the field.

Poor performance of radio and television instruments caused by concealed damage due to excessive vibration and rough handling in transit, although not under complete control by the engineer, can be kept to a minimum by careful consideration being given to stability of adjustments under vibration, weight of components and how well they are secured to the chassis, and the mounting of assemblies in the cabinet. Screws for adjustment of circuits should

have some means of locking either by spring pressure or lock-nut, to insure that the adjustment of the instrument will not be affected. Where possible, two screws or other positive means should be used to secure automatic phonograph levers in their proper position. For strength, ease of working with, and to speed production by the elimination of breakage during assembly, wire used for chassis wiring should not be smaller than 25 to 35 mils. Large and relatively heavy capacitors, in addition to other similar components, should be secured to the chassis with mounting strips rather than placing dependence upon connecting leads for this purpose.

There are approximately five hundred major and minor operations in the manufacturing process of the average radio-phonograph instrument. Unless careful and rigid inspection is established at various points along the line of assembly, trouble due to the "human element" may be expected to contribute a substantial portion of instrument failure and may run into serious proportions, particularly in trouble experienced with automatic phonograph mechanisms. Simplification of the product, thereby reducing the number of operations in its manufacture, will contribute greatly to elimination of mistakes on the assembly line. Likewise standardization and only minor change in the product when necessary, will also reduce trouble from the "human element." Simplification and standardization, naturally, can be carried out only insofar as it does not affect sales and the needs and desires of the consumer. If any change in the product is made, whether it be major or minor, supervision should be increased beyond normal until the assembly line operators become thoroughly familiar with the change, and the percentage of rejects is down to acceptable limits.

Poor performance due to abnormal local operating conditions presents one of the most difficult problems to cope with, not only in the field but also in the design of the instrument itself. Although some control can be maintained by the engineer in design of the product, in general it can be more effectively dealt with in the field. To keep to a minimum complaints due to this condition, the engineer should give careful consideration to sensitivity, selectivity, image response, signal to noise ratio, and shielding of circuits likely to be receptive to interference.

Excessive variation of utility power supply voltage, although normally not contributing much toward field trouble, can become quite a factor if sufficient safety factor is not incorporated in instrument components. Push button tuning adjustment ranges should be wide enough to cover all practical combinations of station set-ups. Phonograph "wow" or "waver" should be less than one percent and preferably under one half of one percent. Cabinet, loudspeaker, and phonograph tone arm resonance should be such that it will not fall in the range of frequencies generated by the vibration of the phonograph motor and gear train, in order to avoid objectionable rumble. Transformer or coil impregnating compounds and wire insulation should not contain materials that will attract rodents and bugs. Automatic phonograph tripping mechanisms should be designed for positive action on eccentric, spiral, and constant diameter types of record tripping tracks.

We have covered those things that can contribute much toward elimination of trouble with the product in the field. Several other points should be mentioned, which, although not a direct cause of trouble, do have a psychological effect and may determine whether or not a consumer becomes super-critical. Volume control taper should be such that over the major portion of control, the sound intensity is varied in proportion to movement of the control; volume levels where some distortion may exist, should be crowded into the upper limits of the volume control; tuning ratio should be sufficient for ease of tuning distant and short-wave stations but low enough so that complete dial coverage can be quickly made; all controls should be designed for smooth action and simplified operation; AVC action should be fast enough to reduce the effects of shortwave fading and slow enough not to effect appreciably the receiver fidelity; a pleasing tonal balance should be maintained between high and low frequency response; tone control should be provided for those who dislike high frequency response; tone compensation should be incorporated in the volume control circuit for pleasing tone at low volume

levels; and undistorted power output should be sufficient for demonstration purposes.

In addition to the considerations given to characteristics in a product which contribute directly to customer satisfaction and goodwill, there are those characteristics which have an indirect bearing on this ideal condition and which in the past have many times been overlooked. The degree to which prompt and efficient "field service" can be rendered by a dealer, depends to some extent upon the ease with which he can cope with defects in the product. If an instrument is extremely complicated and difficult to work with, additional time and effort is necessary to correct the defect. This not only affects the cost of rendering service on the product during the warranty period, but is also reflected in higher repair costs to the consumer after the warranty period. Because minor trouble cannot be quickly corrected, sales may be directly and seriously affected by a negative reaction to the product by dealer sales and technical personnel. It is therefore necessary that "design technique" be carefully applied to those things that will simplify service procedure.

What are some of these things that all manufacturers have been guilty of at one time or another and which have caused the dealer no small amount of trouble? To name a few: necessity of removing chassis to change a tube or pilot lamp; loudspeaker not removable without first removing baffle board or other component; difficulty in aligning circuits because dial pointer and scale were not a part of chassis; volume control and other chassis components difficult to replace because of obstructions and crowded conditions; necessity to remove automatic phonograph mechanisms to make minor adjustments; loose chassis shock mounting springs and devices easily lost and difficult to re-install.

Because of the demand for pleasing cabinet styles and unavoidable space limitations, it is not always possible to eliminate all undesirable mechanical objections. However, the application of proper "design technique" to these problems can contribute much to product acceptance and maintenance.

As previously stated, no matter how perfect a radio or television instrument may be in design and no matter how much care is taken in its manufacture, there will always be a need for "field service" during, as well as after, the warranty period. It has often been said that there is nothing more effective in building goodwill than good service. This is particularly true during the warranty period, and if "warranty service" is properly and efficiently rendered, customer satisfaction and goodwill will be assured. Pre-war methods of rendering "warranty service" to the consumer were effective to a degree but in many ways were not adequate. It is generally agreed that improvement in method can and should be made in the post-war period, and that, along with the new greatly improved post-war radio and television instruments, streamlined and more effective service should be available to the consumer. By evaluating pre-war service methods, the solution to a sound and workable post-war plan should be indicated.

Unfortunately, the return on an investment in warranty or no-charge service, to the consumer by the dealer, is intangible because there is no yard stick by which it can be accurately measured. However, many individuals who have given this subject careful thought, realize that no company can continue to be successful without customer satisfaction and goodwill, and the ability and willingness to render prompt and efficient service, not only during but also after the warranty period, is a necessity if this goal is to be attained.

It is obligatory for the manufacturer to correct, either directly or otherwise, any defect in his product. This "warranty repair service" normally cannot be rendered promptly and efficiently by returning the instrument to the factory for repairs. It has therefore been the general practice in the radio industry to extend relatively large discounts to trade so that this wide margin of profit would cover any normal expense incurred for rectifying defects in the product. By this method any dealer who had made a reasonable investment in establishing a service department, could promptly and efficiently render service to his customer. However, if a dealer could keep his service expense to a minimum, an apparent increase in his profit could be realized. These two forces, the desire to render good service to his customer and the desire to increase

profits, were continually working against each other and therefore did not create a healthy condition.

If the product were relatively free of trouble, the evils associated with pre-war "warranty service" methods were not always apparent because consumer needs and problems could, in many cases, be satisfactorily handled. However, because of abnormal local operating conditions, conditions in the field which could not be completely controlled by the engineer in the design of the product and because of the "human element" involved in the manufacture of the product, occasional need for more attention and consideration to consumer problems absorbed a greater percentage of dealer profits and thereby forcibly brought to the fore the weaknesses in the system.

What, then, can be done in the post-war period to overcome these objections to, and evils associated with, pre-war radio and television service methods? This question is not easily answered because any complete solution of the problem may involve heavy costs which make the plan economically unsound. If a plan could be formulated that would not seriously affect price schedules and at the same time, effectively alleviate the burden of the dealer in rendering "warranty service," then the answer to this problem would be found.

It should be noted, it was stated that the plan should alleviate the burden of rendering "warranty service" and not completely relieve the dealer of that portion of service which may be looked upon as sales functions. As previously mentioned, it is during the warranty period that satisfactory conclusion of the sale is or is not achieved. To most dealers the loss of customer goodwill is as much an injury as actual return of the instrument and loss of the sale. It is during the warranty period that normal contact between customer and dealer should be maintained and any "warranty service" plan which attempts to encompass these normal dealer sales functions may not meet with complete acceptance and necessarily must seriously affect price schedules. It is then indicated that any post-war plan must be based upon the manufacturer's responsibility of correcting any defects with the product, which involves only those functions associated with "warranty repair service."

One method which may be considered, would be the establishment of factory owned and operated service stations to render all "warranty repair service" on the product. Economically a plan of this sort has many limitations. Stations could only be located in heavily populated areas and therefore could not render prompt and efficient service to dealers or their customers located at distant points. Since the establishment of a station incurs the associated heavy costs of overhead, some means would have to be found to cover this cost to avoid its reflection in price schedules on the product. Any attempt to render service after the warranty period on a charge basis would be met with disfavor by radio service dealers. Since the establishment of a factory owned station is more or less a duplication of existing and more strategically located dealer facilities, it is indicated that some plan utilizing these existing facilities would be more feasible and acceptable.

A plan whereby the manufacturer would render all "warranty repair service" by maintaining a force of field service engineers to perform this work, has some merit in that these engineers could utilize dealers' and distributors' places of business to repair instruments, eliminating the need for a factory owned station. In performing this "warranty repair service" work, dealers' technicians could be instructed in proper and efficient service technique, thereby qualifying them to render good service after the warranty period. Economically this plan has some disadvantages in that much time is consumed in traveling and the work load would not be uniformly distributed throughout the year. Although a field force large enough to render all "warranty repair service" could be maintained, prompt service could not be rendered because the work load would not be constant and would be distributed among many dealers.

Any plan which attempts to set up additional facilities and personnel, to render no-charge "warranty service" to the exclusion of after-warranty chargeable service, becomes economically unwieldy. It is therefore indicated that a

complete revision of pre-war "warranty repair service" methods is not necessary but rather it is advisable to maintain those desirable and proven qualities and to provide some means whereby the faults would be eliminated. A plan which more nearly approaches these requirements is one in which the manufacturer would pay for all "warranty repair service" satisfactorily completed by the dealer. To render satisfactory "warranty repair service" a dealer must have adequate service facilities. Since his entire repair service operation would be paid for, by the manufacturer during the warranty period and by the customer after the warranty period, a satisfactory return could be realized, on his investment in service facilities. Standard flat rate payments could be set-up for various repairs to the instrument. Payment could be made by the manufacturer for each operation performed or could be paid under one of two operations, either major or minor. In either method the dealer would be assured of a fair profit on all "warranty repair service."

*In conclusion, we wish to stress the point that the success of any service plan will be dependent upon whether the interests of dealer and distributor as well as those of the consumer have been carefully considered. Also the plan must not appreciably affect price schedules and therefore must be based upon a minimum of demand for "warranty service," which in turn can be controlled to a great extent by the engineer, in application of proper "design technique."*

## "RADIO IN SERVICE OF HOME AND NATION

by

Arthur Stringer

National Association of Broadcasters

Since the beginning of production of factory made receivers in 1922, you men and your predecessors together have had a hand in creating over 100 million radio sets for the use of the American families not to mention the sets which have been exported throughout the world.

60 million are still operative—9 million of the 60 million are auto sets, 5 million are located in institutions, places of business, etc., while 46 million sets will be found in the homes of 32,500,000 U. S. families.

During the 22 years you have been making sets the public has taken them off your hands in exchange for more than six billion dollars and has paid in addition large sums for parts and service.

Why is it, do you suppose that the public has demonstrated its eagerness to consume the output of your factories year after year? Was it because of a period cabinet, modernistic design or superb engineering? Basically it was for none of these reasons. It was because the public wanted to listen, because the public wanted to enjoy the entertainment, recreation and educational facilities provided by broadcast stations.

What is the evidence for this conclusion? Perhaps the most important evidence is the time set owners spend listening. Today, each of the 32,500,000 radio families listens on the average more than 4 hours and 22 minutes per day. (The figure of 4 hours, 22 minutes is a minimum figure. It was established in Jan. 1, 1938, by the Joint Committee on Radio Research which reported for the country as a whole, by releasing results of its own survey of rural population, and an urban survey conducted by Daniel Starch, Inc. Surveys since show increases in listening.) Next after sleeping and working, these millions of men, women and children spend more time listening to radio programs than in any other activity.

If more evidence is desired consider the investigation made by one of our great national magazines. Listeners were asked what their decision would be if they had to choose between giving up radio or the movies. 70 per cent said they would give up the movies.

Industry Axiom No. 1, then, is: "Programs are the predominating factor influencing radio set purchase." Sarnoff voiced that Axiom more colorfully in referring to the American System of Broadcasting when he stated that

"The richest man cannot buy for himself what the poorest gets free by radio."

If you appreciate the fundamental truth of this Axiom, which has stood the test of time, from the very beginning, then a common ground is revealed on which engineers and broadcasters may meet as co-workers to consider ways and means of contributing to the even greater satisfaction of our nation of listeners—our mutual customer.

To get a proper perspective of the magnitude of the job ahead, let's take a look at radio history, past, present and future—as it conveniently divides itself into 3 phases. *First phase* extends from World War I to the freeze order of April 1942. *Phase II*, from that date until civilian production is resumed; *Phase III* lies ahead—somewhere in the future, exact date unknown. But factory whistles, special broadcasts and headlines will herald its arrival. We'll all know when that great day arrives!

The "build your own set" era of Phase I was followed by sets with exposed parts, mounted on boards, at \$150 per board, speaker extra. Plug-in radio replaced the battery-trickle charger combination. Then heard 'round the world was the "boom-boom" of "Majestic, Mighty Monarch of the Air." Though Grigsby-Grunow has long since departed, the influence of that company still persists, for it was the first to capitalize on the public's liking for lows. When high fidelity was brought out, you will recall that this same public would have little of it.

During the long, hectic years of Phase I, there was a decrease in the number of manufacturing companies but an increase in the number of persons engaged in the manufacturing process. In broadcasting, the number of stations increased and personnel increased. In only one segment of the industry were there fewer full-time employees; that was in servicing.

The persisting over-supply of servicemen, whose financial condition was constantly menaced by hordes of "screw-driver" mechanics, so sapped the vitality of this group that it has remained the weakest link in the entire radio business. Dissatisfaction with the quality of radio service offered in many communities, made it necessary for broadcasters in increasing numbers to take the lead in attempting to improve conditions. These are the highlights of Phase II of radio set history.

In Phase III, when additional services are expected to be made available to the public, I have the hope that the most qualified group will assume the obligation of providing expert maintenance facilities and personnel to maintain the products of radio factories. Unless manufacturers do this, or unless it is done by other persons, the American radio public is going to be faced with an unprecedented era of "Set-butcher" at the hands of an army of tinkers. Unless there is planning and guidance, not only will the public be victimized, but the perpetrators of the set-butcher, largely ignorant of what they will be doing, will suffer the financial loss of their investment in test equipment. But what is more important, these returned veterans will become disheartened and discouraged as the result of their business failure. If job competition should be severe at the time of failure, there will be many more voices to ask, "Is this what we were fighting for?"

Literally tens of thousands of our fighting forces as well as tens of thousands of our civilians have been exposed to radio during World War II. Radio operators, whose technical radio knowledge about equal the gas engine knowledge of the average motorist, can be nothing but tinkers without adequate training. An equally large number of Signal Corps members have been trained to maintain a particular piece of equipment. They can spot trouble in a set with 70 tubes and a complicated circuit; but they too would butcher a good household receiver unless they received fundamental training for such work.

Radar maintenance men will come nearest to possessing the desired prerequisites of competent servicemen. They first mastered the fundamentals of radio before beginning specialization. The training and ability of men of this caliber should insure their success in service work after a small amount of study and experience. It is to be expected, however, that general industry will be ready to bid for their services so that the entire number will be unavailable to radio.

The advent of television should have a highly construc-



tive effect on servicing as a specialty because no one without adequate training will be able to handle television service satisfactorily.

In sound radio the ear will tolerate considerable departure from maximum fidelity. Unlike the ear, the eye will not tolerate a poor or slightly defective image. A television set will have to be installed as a precision instrument and thereafter maintained as a precision instrument. This calls for a higher standard of personnel than is now available, and, also, service equipment of high standard. There must be proper test equipment for servicing television and manufacturers must produce well planned service units. Unless this is done and adequately trained servicemen are brought into the picture, the sale of television receivers will fail to keep pace with the reasonable annual growth anticipated.

Television programs of high entertainment value can carry the load only as long as speedy and adequate service is maintained. Should sloppy installation and inadequate servicing become prevalent, television will collapse in spite of all the promotion that industry can give, in spite of all the money industry may spend.

For the reason that radio servicing in the United States was generally unsatisfactory before the war, and that it cannot be expected to improve without a generous use of the hypodermic, I am going to ask that you gentlemen, as partners and co-workers, as receiver manufacturers and broadcasters, give this matter your considered attention. The best place, the most logical place to start an improvement is at the beginning. So when you design a set, won't you give more thought to the matter of its serviceability. This will contribute to service betterment because it will make the service job easier.

In voicing this suggestion it is recognized that somewhere along the line the set designer comes to a cross roads where manufacturing cost comes into direct competition with ease of servicing . . . yet I admit to a conviction that a manufacturer's continued success must ultimately rest on two propositions:

- 1) Sturdy construction assuring a minimum of servicing, and

- 2) Ease of repair when apparatus does break down.

All of us can recall automobile trade names that have disappeared primarily because of poor service.

There are but two kinds of parts in a receiver: a) those which you know are going to wear out, whose failure cannot be prevented; and b) those which theoretically should last as long as the set itself—but all too frequently don't. The tube socket is an example of the latter and the fixed condenser of the former.

Probably many of you have worked with this classification in mind for many years, but field evidence leads to the suspicion that its application has been restricted. Otherwise exasperated servicemen would not exclaim to the manufacturer's representative, "Don't your engineers think your sets ever have to be repaired?" To which the engineers retort, "Why don't you get some decent servicemen?"

I also have a feeling that factories have been not altogether accurate in their appraisal of acceptable minimum prices which the public is willing to pay for a reliable receiver. There is a break point in list price below which a receiver does become a "squeak-box." It would be helpful if engineers were to become aggressive proponents of higher standards within their respective organizations—for the production of good radios, readily serviceable, not squeak-boxes. After the war listeners will want, as replacements, real musical instruments—the products of responsible manufacturers.

Quality competition instead of price competition, is needed in post-war to take fullest advantage of our Axiom—that

#### PROGRAMS ARE THE PREDOMINATING FACTOR INFLUENCING RADIO SET PURCHASE,

*and a corollary*

that a manufacturer's continued success rests upon good construction, relative freedom from servicing, and ease of repair when apparatus does break down.





1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 12, No. 7, February 18, 1944

**NAB FILES BRIEF ON FCC ORDER 118  
AMENDING RULE 1.5**

February 16, 1944

The Secretary  
Federal Communications Commission  
Washington, D. C.

Dear Sir:

Transmitted herewith is a Memorandum Brief by the National Association of Broadcasters in regard to the adoption of the Commission's proposed rule No. 1.5, recently announced in Order No. 118.

While the Association waives opportunity to present oral argument in this matter as provided for in Order No. 118, it respectfully requests that this Memorandum Brief be considered by the Commission before final action is taken upon the proposed rule.

Very truly yours,

ROBERT T. BARTLEY

**FEDERAL COMMUNICATIONS  
COMMISSION**

Washington, D. C.

In re Matter of }  
Proposed Rule No. 1.5 } Order No. 118

**MEMORANDUM BRIEF**

The National Association of Broadcasters respectfully submits this Memorandum Brief on the above entitled matter in an endeavor to assist the Commission in reaching a fair and equitable determination of the issues involved.

The Association believes that there are three principal aspects to the adoption of the proposed rule as applied to broadcast station licensees which should be brought to the Commission's attention:

1. Paragraph (c) of the rule now proposed is deemed to be too indefinite;
2. The retroactive feature of Paragraph (c) of the proposed rule might result in inequities and undue hardships;
3. It is not clear that the adoption of Paragraph (c) of the proposed rule will serve any useful purpose.

**I.**

Paragraph (c) of the rule now proposed is deemed to be too indefinite

Paragraph (c) of the rule as proposed provides that all documents filed with or by reference made a part of any application under Title III of the Communications Act, as well as all reports filed pursuant to forms and instructions issued under Section 43.1 of the Rules and Regulations shall be open to public inspection. In view of the fact that the Commission forms are constantly changing and being

revised, the rule as written supplies the licensee with no substantial notice as to what type of information will be treated as public property. He knows as of today that certain data now called for by the forms referred to in the rule will be made public. However, he has no knowledge as to what information or material the next revision or revisions of application and other forms will call for. Consequently the rule is indefinite and puts the broadcaster in a position where he cannot intelligently know whether the rule should or should not be opposed.

Attention also is invited to the fact that this proposed rule, if adopted, not only will have the force and effect of law but will be publicly announced in the Federal Register. The various application forms of the Commission, as well as forms issued under Rule 43.1, which implement this proposed rule and give it meaning, will not be given this formal treatment and will not be brought to the attention of affected parties until such time as they may be called upon to fill in and file such forms and reports with the Commission.

**II.**

The retroactive feature of Paragraph (c) of the proposed rule might result in inequities and undue hardships.

It appears that the rule contemplates making public not only certain material and data to be submitted by licensees in the future, but also encompasses all such material heretofore filed by licensees under the previous practice of treating certain information as confidential by the Commission. It is one thing to advise licensees that any material of a certain character to be filed by them in the future will thereupon become public property for the inspection of all interested or even curious persons. A more serious problem is presented with respect to notice to licensees at this date that such material which has in good faith and under a cloak of confidence been filed in the past will be open to such scrutiny. Here we do not wish to imply or suggest that public inspection of any data or information heretofore filed by any broadcaster with the Commission would reveal that any such broadcaster has committed any wrongful acts. This could not be so since all data on file has been subject to Commission examination. Licensees have not previously known that the information they have been filing with those forms was to be made generally available to the public. Under such circumstances it is possible that some licensees have placed too broad an interpretation on what information was desired by the Commission in its forms and have filed commercial information with the Commission in the belief that such data were for the confidential use of the Commission and the data were not thereby being opened for general use. whereas, if the licensee had known the information he was to file was to be made public, under a correct interpretation of the forms he may very properly have withheld such data.

(Continued on page 52)



NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON Phone NAational 2080

Neville Miller, President C. E. Arney, Jr., Secretary-Treasurer

Robert T. Bartley, Director of War Activities; Lewis H. Avery, Director of Broadcast Advertising; Willard D. Egolf, Assistant to the President; Howard S. Frazier, Director of Engineering; Paul F. Peter, Director of Research; Arthur C. Stringer, Director of Promotion.

NAB FILES BRIEF ON FCC ORDER 118 AMENDING RULE 1.5

(Continued from page 51)

Such publication would be unfair, therefore, to the licensee who interpreted the requirements too liberally and has filed superfluous data, which, if made public, would place him in an inequitable position with his competition.

III.

It is not clear that the adoption of Paragraph (c) of the proposed rule will serve any useful purpose

In proposing the adoption of this rule, and particularly as it relates to broadcast station licensees, the Commission has not pointed out the public necessity which requires the adoption of the Rule, or any indication of the public benefit, in the Commission's opinion, which will result from its adoption. We can well appreciate why the Commission, as the government agency charged with the licensing responsibility has a bona fide purpose of its own in requiring certain material to be filed by licensees for its own guidance. Why it is necessary to go beyond this and throw all such material open to public inspection, and thus violate the usual rule of safeguarding business secrets of private industry, certainly is not made clear. True, if the rule related only to common carriers the purpose served by making such material public is rather obvious. That is consistent with the accepted concept of regulation of natural monopolies where rates charged the general public are affected by the business arrangements and practices of the carrier. Under the Communications Act, however, broadcasting stations are specifically excluded from the common carrier category and it is believed that the common carrier concept of full disclosure to the public of all matters affecting the maintenance and operation of a business should not be extended into this field. So long as the Commission has full knowledge of such matters it is inconceivable to us how any useful purpose will be served by making this material open for public inspection. Since there is the possibility of damage to licensees by having this material disclosed, it is our view that the Commission should hesitate to adopt such a rule in the absence of a strong showing for the need for its adoption.

SUGGESTION

It is the position of the Association that if the Commission ultimately decides to adopt a rule of this character it should give consideration to the specification in the regulations or in the rule itself of the data which the Commission will make available for inspection. Only through that method can broadcast licensees properly be put on notice as to the true meaning and effect of the rule.

Also, we strongly suggest the amendment of the proposed

rule so as to permit examination of information filed with the Commission only upon the request of such parties as can establish a legitimate interest in the matter. Moreover, we feel that if such a course were to be followed it would be proper to require that when a party communicates with the Commission asking for permission to inspect the papers of a licensee, a copy of that communication be forwarded to the licensee whose papers are to be inspected so that before the information is made available he might at least be put on notice and afforded an opportunity to file his objections to the request with the Commission.

Respectfully submitted,

THE NATIONAL ASSOCIATION OF BROADCASTERS

By ROBERT T. BARTLEY

PANCAKE TURNERS

Information has been received that a number of A. F. of M. locals are making demands for pancake turners. In that connection it is interesting to read Mr. Petrillo's testimony given in January 1943 before Senator Clark's Subcommittee of the Interstate Commerce Committee, which testimony is contained in NAB Special A. F. of M. Bulletin No. 15, January 22, 1943. An excerpt from page 20 reads as follows:

Senator Tobey. I have two or three questions that I want to ask Mr. Petrillo. In the first place, there is an article in the United States News of the current issues under "Labor" on page 29:

"Chicago and St. Louis radio stations are required under their contracts to hire members of the musicians' union as 'pancake turners.' This job consists of turning and changing phonograph records. Actually the work is done by technicians and the AFM members are used as errand boys to bring records from the files. The scale in these cities is \$90 for a 25 hour week."

I read that with no prejudice, as a news item, and it raised a few questions in my mind, which I would like to ask. In the first place, is the article substantially correct?

Mr. Petrillo. That is correct.

Senator Tobey. Now, here is what comes to a layman's mind as he reads is, the familiar John Q. Public, that we have to have a group of men particularly charged with the duty of changing records in the radio stations, and nothing else.

Mr. Petrillo. Because the record is made of music.

Senator Tobey. Is made of what?

Mr. Petrillo. Music is on the record.

Senator Tobey. That is right.

Mr. Petrillo. And we feel if there is music on the record, that the man who puts the record on the machine should be a member of the musicians' union. Now, there is only two Locals that have that kind of an agreement, as that particular statement says.

Senator Tobey. Chicago and St. Louis.

Mr. Petrillo. Chicago and St. Louis, that is right. Now the scale in St. Louis doesn't run \$90. I think it is about forty-five, something along that line. In Chicago it is \$90 a week for 25 hours work, five days a week.

Senator Tobey. Now, the turning of records is not a laborious job, is it? I am not talking about you now.

Mr. Petrillo. No.

\* \* \*

Senator Tobey. I could not put the record on myself.

Mr. Petrillo. No, sir.

Senator Tobey. I would have to have a separate employee, a pancake turner, they call them, and pay him from \$45 to \$90 to do that job; is that correct?

Mr. Petrillo. That is correct.

Senator Tobey. Now how far does that theory go in the operation of union labor?

\* \* \*

Mr. Petrillo. Well, I can only say this to you. In Chicago I happened to negotiate the contract myself and

when I made the demands for the pancake turners, there was no opposition to it. They gave them to me, so I took them.

Senator Tobey. Well now, if it is a good thing for Chicago, why is it not a good thing everywhere else in the country?

Mr. Petrillo. Well, all of the unions are not powerful enough to make those demands, Senator. I probably would have dropped it myself if they said "You will have to call a strike, because I am not going to give you the pancake turners." But, as I said, I put it in there and they gave it to me, and I couldn't turn it down.

Senator Tobey. But the principle you believe in. You believe in the principle regardless. It all depends on the size and power of the labor union.

Mr. Petrillo. Oh, yes.

\* \* \*

Senator Tobey. It is not the principle of fairness that you enunciated here to this group of men. It is simply that here is a chance to get this man, because we are powerful enough to get it down that way; is it not?

Mr. Petrillo. Well, you might put it this way.

Senator Tobey. The point I make is this: if this is sound, then it ought to prevail all over the country, should it not?

Mr. Petrillo. It should.

Senator Tobey. That is, if it is sound economically.

Mr. Petrillo. But we can't get it.

Senator Tobey. But, if you could get them, you would.

Mr. Petrillo. We would love to have them all.

Senator Tobey. And that principle is sound, in your judgement, to do it this way?

Mr. Petrillo. I don't know whether it is sound, but I know it makes for more employment.

Senator Tobey. Now that raises a question, not of metaphysics, but something higher than that, perhaps. How long can we go along in this country that is not sound? How long is it going to endure, whether it applies to music or anything else, provided it is not sound and is not economically feasible and with an expenditure that is not justified by the facts, just because you are powerful enough to do it? How long would you expect to continue in this country by that method?

Mr. Petrillo. Senator, I agree with you, in this particular case it is not sound.

Senator Tobey. I think you are a perfectly fair man. I read this merely as a news item, and I said "I am going to ask Mr. Petrillo about it."

Mr. Petrillo. I try to be fair, but sometimes I make a mistake.

Senator Tobey. Yes, we all do.

Mr. Petrillo. But, in this case, I made a mistake, but they OK'd it.

\* \* \*

## WMC APPEALS PROCEDURE MODIFIED

Unrestricted right of appeal from decisions of the War Manpower Commission is provided in a revision of its regulation governing appeals, Chairman Paul V. McNutt announced today. Mr. McNutt said that the changes were dictated by the Commission's experience in handling thousands of cases.

The original WMC regulation issued May 22, 1943, specifically indicated those persons entitled to appeal and spelled out under what conditions appeals could be made.

The new regulation, furthermore, extends the right of appeal both to worker and employer affected by a decision made at any step of the appeal process. Both persons involved must be present at the hearing before the area appeal committee or explain absence, but otherwise there are no restrictions on the right to take the case higher.

Other changes in the appeal regulation involve points which experience has shown needed either clarification or minor technical revision. There has been, for example, some confusion on the question of a worker's right to retain new employment obtained on the strength of a statement of availability, if the employer has appealed

and it has been finally determined that the statement was erroneously issued.

The revised regulation holds that a statement of availability, once issued, stands. The employer may appeal as a matter of principle or precedent but he cannot demand that the statement of availability be withdrawn or that the worker be required to leave his new employment. In order to provide a means of reviewing the action of local employment offices before the services of a worker are lost to an employer, the revised regulation provides an optional procedure for temporary suspension of the issuance of statement of availability and making referrals in certain types of cases. The suspension may be for a limited period only, the maximum period allowable being 10 days. This procedure is designed to give employers the greatest degree of relief consistent with protection of the rights of workers.

## COMMODORE RECORDS

Inquiry has been received at the NAB asking whether records containing ASCAP music made by the Commodore Record Company, 415 Lexington Avenue, New York City, had been "cleared at the source". A paragraph from a letter from ASCAP dated February 14, 1944, reads as follows:

"We have no record of having issued any clearance at the source to the Commodore Record Company, 415 Lexington Avenue, New York City. There is apparently some misunderstanding on their part. If a station desires to broadcast phonograph records manufactured by this company, it will be necessary for the station to have the regular form of ASCAP license."

## ED YOCUM RE-ELECTED FOURTEENTH DISTRICT DIRECTOR

The largest attendance in its history cast a unanimous ballot for the re-election of Ed Yocum, KGHL, as NAB Fourteenth District Director in Denver, February 8.

The nominating committee, Hugh Terry, KLZ, chairman; Don Hathaway, KDFN, and Ralph Hardy, KSL, placed only Yocum's name before the meeting, election being by acclamation. In accepting return to office, Yocum expressed gratitude for the support exhibited by the ballot and at the same time urged the Fourteenth District broadcasters to be thinking of his successor, disclaiming any interest in another term.

The two day session began on February 7 with a discussion headed by C. E. Arney, Jr., Secretary-Treasurer and temporary Managing Director of NAB, which covered the legislative situation, including the Bankhead Bill, and import of current tax measures. Arney resumed in the afternoon with selective service, re-employment and post-war matters. Many aspects of new legislation were discussed, including programming of political broadcasts, network and local.

On music matters, the broadcasters heard from Carl Haverlin, BMI, while Frank Chizzini, NBC Thesaurus, Chicago, discussed the recording situation. K. A. Jadasohn spoke for the Treasury Department and Leonard Callahan, SESAC, gave advice on the subject of copyrights.

Luncheon speaker the first day was Frank Jameson, Director of Publicity for the Colorado Public Service Corporation, former newspaper man, who spoke on a broadcaster's operation in the public interest. Willard Egolf, NAB Assistant to the President, who introduced Jameson, stated that broadcasters, seeking to preserve freedom of the air, should make themselves secure in the things upon which all freedom thrives, satisfaction and support of the public.

William Welsh, OWI regional representative, gave a report showing the magnificent support of the war effort by

the broadcasting industry, figures on which are being made available to NAB headquarters.

Major Victor Grant spoke at luncheon on February 8. Major Grant was a British officer in the first World War and is now a Special Service Officer of the Colorado State Guard, chairman of the Speakers' Division of the War Savings Staff and member of the Colorado State War Finance Committee and Victory Fund Committee.

Willard Egolf reviewed industry public relations activities since the appointment of a Public Relations Committee a year ago and called attention to a "subject manual" on station public relations for which the committee needs comments and suggestions from broadcasters before publication.

The resolutions committee, consisting of Jim Carroll, KWYO, chairman, Florence Gardner, KTFI, and Rex Howell, KFXJ, prepared resolutions strongly condemning the Bankhead Bill; urging broadcasters to make greater and more intelligent use of BMI material; thanking Neville Miller for his untiring and faithful service as President of NAB and promising support to J. Harold Ryan, new President; commending the Columbia Recording Company, NBC Thesaurus and The RCA Recording Company for their stand against Petrillo; expressing confidence in the NAB Legislative Committee's ability to obtain proper legislation; extending deep appreciation to Earl Glade, former Vice-President, KSL, now Mayor of Salt Lake City, for his services to the industry and to the Fourteenth District; expressing appreciation to William Welsh, OWI regional representative, for his services and urging OWI to clear all material through the regional office, for purposes of emphasis, efficiency and priority and thanking Denver radio stations KOA, KLZ, KFEL, KVOD and KMYR for their hospitality as well as commending Director Ed Yocum for arranging such an interesting and constructive agenda. The resolutions were passed on the floor of the meeting.

Three sound films, "On the Air!" Westinghouse, Inc., production, and the two General Electric films, "The Story of FM" and "Sight-seeing at Home," television vehicle, were enjoyed by all.

Ed Yocum announced applications for membership in NAB from KMYR, Denver, and The Katz Agency, Inc. (associate).

Following the re-election of Ed Yocum as Fourteenth District Director at the opening of the Tuesday morning session, the meeting turned to a discussion of sales problems with W. E. Wagstaff in the chair as District Chairman of the Sales Managers Committee. Lewis H. Avery, NAB Director of Broadcast Advertising, outlined the program of sales promotion activities being undertaken by the sales managers.

During the review of the results and follow-up of the Retail Promotion Plan, James R. MacPherson of KOA stated that he would like to have a set of the films, "America Takes to the Air" and "Why Radio Works" for frequent use with retail advertising prospects. The ensuing discussion produced the suggestion that one set of these prints—since 17 sets are available—be kept at a central location in each district for the use of those stations in the district that subscribed to the Retail Promotion Plan.

The proposal of the Sales Managers Executive Committee to prepare special presentations to the motion picture industry and to the building and housing industry was received with special enthusiasm. Various speakers from the floor urged two presentations: one for use on national prospects and the other for use on local prospects.

Here is a list of those who attended the two-day meeting:

Hugh B. Terry and Fred C. Mueller, KLZ; James R. MacPherson, R. H. Owen, D. A. McColl and Clarence C. Moore, KOA; Al G. Meyer, KMYR; Con Hecker, T. C. Ekram and V. W. Corbett, KVOD; Mark C. Crandall, Frank L. Bishop and Gene O'Fallon, KFEL; Rex Howell

and Mrs. Mildred Fuller, KFXJ; J. H. McGill, KGHF; Francis Price and Kenneth V. Cooper, KFKA; Florence M. Gardner, KTFI; Ruthe A. Flether, KSEI; Ed Yocum, KGHL; W. E. Wagstaff and L. A. Loeb, KDYL; Dan R. Vincent and Ralph W. Hardy, KSL.

Jim Carroll, KWYO; Pat O'Halloran, KPOW; William C. Grove, KFBC; D. L. Hathaway, KDFN; Leonard D. Callahan, SESAC; E. J. Gough, SESAC; C. Howard Lane, CBS; Carl Haverlin, BMI; Paul Ray, John Blair & Co.; Frank E. Chizzini, NBC; Alex Sherwood, Standard Radio; A. Josephsen, RCA; C. E. Arney, Jr., Lewis H. Avery and Willard D. Egolf, NAB; Jennings Pierce, NBC; Frank R. Jamison, Public Service Company of Colorado; Robert B. Hudson, Rocky Mountain Radio Council; Major Howard Peterson, U. S. Army; William Welsh, OWI; and K. A. Jadassohn, U. S. Treasury.

## SALT LAKE CITY BROADCASTERS MEET WITH EGOLF AND AVERY

Salt Lake City, Feb. 9.—Learning that Willard D. Egolf, NAB Assistant to the President, and Lewis H. Avery, NAB Director of Broadcast Advertising, planned to stop in Salt Lake City enroute from Denver to Los Angeles, S. S. (Sid) Fox arranged a luncheon meeting of the Salt Lake City broadcasters.

Members of the production and sales staffs of the local stations met with the NAB representatives for an informal discussion of public relations and sales problems.

Following the luncheon, the group witnessed the films, "America Takes to the Air" and "Why Radio Works," from the Retail Promotion Plan, "Air Force and the Retailer."

At the conclusion of the films, Avery outlined the plans for a continuing and closer co-operation of NAB with the National Retail Dry Goods Association. He described the new monthly bulletin of NRDGA called "Sales Promotion Exchange," and devoted to newspaper, radio and display advertising. In outlining the plans of the Sales Promotion Division of NRDGA for a Sales Promotion Convention at Cincinnati, Ohio on April 4, 5, and 6, with the third day devoted exclusively to the advantages and use of broadcast advertising, Avery urged those in attendance to try to participate in this meeting.

The 21 broadcasters seated around the luncheon table included:

S. S. Fox, KDYL; W. E. Wagstaff, KDYL; Ralph W. Hardy, KSL; Alvin G. Pack, KDYL; Tom Anderson, KDYL; G. A. Provol, KDYL; George Snell, KDYL; Fred Horwitz, KDYL; Frank C. Carman, KUTA; Jack Burnett, KUTA; Dan H. Vincent, KSL; Frank McLatchy, KSL; E. J. Drucker, KDYL; Lennox Murdock, KSL; Arthur Gaeth, KLO; James C. Mahlum and Lynn L. Meyer, Intermountain Network; Arch L. Madsen, KOVO; H. Perry Driggs, KSL; L. A. Manwaring, KSL, and E. J. Broman, KSL.

## SIXTEENTH DISTRICT ELECTS NEW DIRECTOR IN WILLIAM B. RYAN, KFI-KECA

### Jim Farley Talks to Broadcasters

William B. Ryan, General Manager of KFI-KECA, was elected Director of the Sixteenth NAB District in Los Angeles February 11, replacing Calvin J. Smith, KFAC. An unanimous ballot was cast for Ryan, who came to radio in 1937 after 9 years with Foster and Kleizer, outdoor advertising firm of San Francisco, when he became Sales Manager of KPO-KGO, San Francisco. With the division of KPO and KGO, Ryan became manager of KGO. His full title is General Manager of the Radio Division of Earle C. Anthony, Inc., owner of KFI-KECA.

Calvin J. Smith would not consent to have his name placed in nomination for reelection, when nominations

were called for from the floor, there being no nominating committee.

Added highlight of the day was the appearance of James Farley, former Postmaster General of the United States. "Stay on guard against any encroachment on freedom of speech in America," he said. "Be alert to prevent any misuse of your great medium for public oppression, as in other parts of the world." The remainder of his talk was off the record.

C. E. Arney, Jr., Secretary-Treasurer and temporary Managing Director of NAB, led discussions of new legislation, ASCAP, Petrillo, labor matters, war activities, selective service, post war matters and other current problems of the industry, being assisted by Carl Haverlin of BMI and Frank Chizzini, NBC Thesaurus, Chicago.

Leonard Callahan, SESAC, and representative of the War and Navy Departments, OWI and Treasury, spoke at the luncheon.

Leading off the afternoon session of the one day meeting, Lewis H. Avery outlined plans of the Sales Managers' Executive Committee, especially with regard to activities growing out of the showings of the Retail Promotion Committee Plan. Details of the plan to prepare a presentation to the motion picture industry and to the building and housing industry were received with enthusiasm.

The subject of public relations was handled by Gil Paltridge, KFI-KECA, Sixteenth District Public Relations Chairman, who introduced Willard D. Egolf, NAB Assistant to the President, for a report of public relations activities and discussion of the proposed book now in preparation.

Resolutions were passed condemning the Cannon-Mills bill; expressing confidence in the NAB Legislative Committee; commending NBC Thesaurus, the Columbia Recording Company and the RCA Recording Company for their stand against Petrillo; urging wider and more intelligent use of BMI material; thanking Neville Miller for his service to the industry while president and expressing confidence in J. Harold Ryan, newly elected president; calling for greater unity within the industry and inauguration of a membership campaign by NAB; and expressing sincere appreciation to Calvin J. Smith, retiring director, while extending a vote of confidence to William B. Ryan, elected to succeed Smith.

The broadcasters closed the day with a showing of the Westinghouse, Inc., sound film "On the Air!" and the two General Electric films, "The Story of FM" and "Sight-seeing at Home," a television vehicle.

The full registration list is as follows:

Jane Alvies, OWI; Lewis H. Avery, C. E. Arney, Jr., and Willard Egolf, NAB; Ruth Arnold, C. E. Hooper; Ed Buckalew, CBS; Ethel Bell, Southern California Broadcasters' Association; Dean Banta, Kern; Matt Barr, H. L. Blatterman, John I. Edwards, Ernest Felix, Curtis Mason, J. P. Paltridge, W. B. Ryan, and Clyde Scott, KFI-KECA; Ralph Brunton, KQW-KJBS; F. E. Chizzini, NBC Thesaurus; Fox Case, J. Archie Morton, and Harry Witt, KNX; Ned Connor, KRKD, Leonard D. Callahan, SESAC, Lt. John Christ, U. S. Navy; Pat Campbell, KHJ; Clyde Coombs, KARM; Carlton Coveny, John Blair Company; Glenn Dolberg, BMI; W. B. Davison, NBC Radio Recording Division; Dave Blickman, Broadcasting Magazine.

W. R. Gleeson, KPRO; Emile Gough SESAC and U. S. Treasury; Carl Haverlin, BMI; M. R. Harris, KFSD; K. A. Jadassohn, U. S. Treasury; Thelma Kirchner, KGFJ; Jerry King, Standard Radio; W. W. Kenney, Graybar Electric; Lou Keplinger, OWI; Lee Little, KTUC; Lt. Eugene Lee, Air-Wacs; Harry Maizlish, KFWB; C. G. Matson, Edward Petry Co., Inc.; A. J. Mosby, KGVO; C. P. MacGregor, C. P. MacGregor Co.; Lawrence W. McDowell, KFOX; Van C. Newkirk, ABC Network; Jennings Pierce, NBC; Edward Petry, Edward Petry & Co.; Bill Ray and Neil Reagan, KFWB; Commander Requa, U. S. Navy; Jack Richardson, Standard Radio; Tom Ray,

Katz Agency, Inc.; E. L. Spencer, KVOE; Wayne Sanders, KTUC.

L. A. Schamblin, KPMC; Calvin J. Smith, KFAC; Bob Stoddard, KOH, S. W. Scott, Graybar Electric; Ivor Sharp, KSL; Kenneth H. Thornton, KXO; Don Thornburgh, CBS; Maury A. Vroman, KFXM; Wallace Wiggins, KVOE; Lee Wynne, KGER; H. W. Wilson, KPRO; William Welch, OWI; Mrs. E. Woods, C. E. Hooper, Inc.; Commander Zukor, U. S. Navy.

## INDUSTRY THANKED BY INFANTILE PARALYSIS FOUNDATION

In a letter to Neville Miller, dated February 11, 1944, Basil O'Connor, President of the National Foundation for Infantile Paralysis, praised radio for its cooperation. His letter follows:

"I wish to thank you for your generous help in again serving as Chairman of the National Radio Division of The National Foundation for Infantile Paralysis' 1944 fund-raising appeal.

"We can't think of a better evidence of Democracy at work than the overwhelming generosity with which Americans everywhere have responded to appeals such as those which you made to the radio industry. It's gratifying to know that even in the midst of global war, our people have the strength and humanity to help the thousands of children crippled by infantile paralysis.

"It's help such as yours that speeds the day when this cruel disease will no longer threaten the children of our nation."

## RTPB ACTIVITIES

Haraden Pratt, Chairman of Panel 8 on Radio Communications of the Radio Technical Planning Board, has announced the organization of Committee 3 on International Broadcasting within that panel.

The first meeting of the International Broadcast Committee was held on February 11 in New York City. The committee will formulate recommendations covering technical and allocation problems peculiar to international broadcasting. It was decided to conduct this activity within Panel 8 as the allocation and propagation problems of international broadcasting are similar to those encountered in the field of international radio communications.

The committee elected as chairman Raymond F. Guy of the National Broadcasting Company, and Walter S. Lemmon, President, World Wide Broadcasting Corporation, vice chairman. A secretary has not yet been designated. The present membership of the International Broadcasting Committee follows:

Mr. Raymond F. Guy, Chairman (M), National Broadcasting Company, New York, N. Y.

Mr. Walter S. Lemmon, Vice Chairman (M), World Wide Broadcasting Corp., New York, N. Y.

Mr. Dwight A. Myer (M), Westinghouse Elec. & Mfg. Co., Baltimore, Md.

Mr. Royal V. Howard (M), The Associated Broadcasters, Inc., San Francisco, Calif.

Mr. Wesley I. Dumm (A), The Associated Broadcasters, Inc., San Francisco, Calif.

Mr. Ronald J. Rockwell (M), Crosley Corporation, Cincinnati, Ohio.

Mr. P. J. Konkle (A), Crosley Corporation, Cincinnati, Ohio.

Mr. J. L. Hollis (A), Crosley Corporation, Cincinnati, Ohio.

Mr. V. E. Trouant (M), RCA Victor Division, Camden, N. J.

Mr. Mark L. MacAdam (A), World Wide Broadcasting Corp., Brockton, Mass.

Mr. Guy C. Hutcheson (M), Columbia Broadcasting System, Inc., New York, N. Y.

Mr. Howard S. Frazier (M), National Association of Broadcasters, Washington, D. C.

Mr. A. E. Barrett (M), British Ministry of Supply Mission, Washington, D. C.

## FM Panel Changes

On February 11, Dr. W. R. G. Baker, Chairman of RTPB, regretfully accepted the resignation of G. E. Gustafson, Vice President in charge of engineering of the Zenith Radio Corporation, as chairman of Panel 5 on Very High Frequency Broadcasting (FM). Mr. Gustafson asked to be relieved of the chairmanship for reasons of health, but will continue as a member of the panel and serve in an advisory capacity to the new chairman.

At the same time, Dr. Baker announced the acceptance of the chairmanship by C. M. Jansky, Jr., of the firm of Jansky & Bailey, consulting radio engineers of Washington, D. C. Mr. Jansky was previously vice chairman of the Panel. W. R. David of the General Electric Company, Schenectady, New York, is the new vice chairman.

## NAB OPERATOR TRAINING

The first NAB training class of twelve women, currently being conducted in the New York studios of all four major networks under the supervision of RCA Institutes, Inc., will graduate early in March.

In a recent examination, the women attained excellent grades. The highest mark was 100% and the lowest, 80%. Six students were graded between 90 and 98.

Stations desiring to employ these students upon graduation are invited to contact Howard S. Frazier, NAB Director of Engineering.

## WGAR AND WJR SURVEY 75 STATIONS

Broadcasters increasingly are giving their communities a high standard of service, and radio is perhaps making the greatest single contribution to the war effort on the home front.

So declares John F. Pratt, vice-president and general manager of WGAR, Cleveland, in announcing some of the results of a recent survey by executives and department heads of WGAR and WJR, Detroit.

The survey, made in December, covered 75 stations in: St. Louis, Kansas City, Milwaukee, Indianapolis, Toledo, Des Moines, Detroit, Rochester, Syracuse, Schenectady, Boston, Providence, Hartford, Philadelphia, Baltimore, Washington and Cincinnati.

Paired off in teams of two, WGAR and WJR representatives spent two to three days in each of 16 cities, interviewing and exchanging ideas with managers, program directors, sales managers and other executives.

"Sometimes we stay so close to our own sphere of operations that we miss out on a lot of good ideas and practices," he believes.

### Stations Study Public Likes and Dislikes

Substantially all stations studied were reported quick to respond to public likes and dislikes. Surveys are constantly studied and audience mail is analyzed to determine just what the listeners want to hear. There is a tendency toward program stabilization. In other words, listeners are acknowledged to have formed listening habits and they like to know that when they tune in a station at a certain time, they will hear a certain program.

### No Attempts to Influence News

News is easily one of any station's strongest local services. The stations covered in the survey average about ten local newscasts a day, with most of them sold to local sponsors. In no case was it found that any advertiser influences or attempts to influence news content. Most stations feel that there will probably be fewer newscasts on the air following the war, but commentators will continue to hold their own for some time to come. News

is adaptable to all kinds of accounts. Most stations have high standards of copy acceptance on sponsored news shows.

Early morning time follows a similar pattern throughout the area covered on the trips. Washington, D. C., stations have created a taste for one-man personalities with considerable success, but in general other cities emphasize good transcribed or recorded music with time, temperature and weather given a big play.

Women's programs follow a similar pattern in all areas. Comments on rationing, fashions, foods, recipes, club activities and war activities are sure-fire.

## Department Stores Use Radio

Most cities report success in selling, and, keeping sold, department stores. The types of programs they sponsor are varied. No conclusion can be reached as to the perfect department store program. Many of them employ either women commentators or early morning musical programs.

A lot of thought and care is being given to the production of war effort features, but they are concentrated in regularly established studio shows of a variety nature. A good deal of attention is given soldier-sailor shows, either from the studio or from a nearby camp or base. Almost every station interviewed has more than one program of this type.

## Rigid Continuity Standards

In the matter of continuity acceptance, a substantial number of stations report the enforcement of rigid standards. It is apparent that more and more stations are concerned about the kind of accounts they will accept and just what they will permit sponsors to say about their products or their services.

## Promotion Declines

Not many stations are finding it desirable to devote as much effort to station and program promotion as they did before the war. Practically all stations send out letters to the trade. A few will call on the trade in person, several use car cards and billboards and a considerable number use newspaper space, principally through outright purchase of space. Almost every station does a certain amount of direct mail promotion through the use of brochures, surveys, market data and merchandising offers.

## Little Post-War Planning

The demands of war programming have left little time for stations to plan for after the war. Few stations have any concrete idea of what their programs will be like when peace comes. All agree that there is a problem facing them. In general, station management believes there will be little basic change in radio after the Axis is defeated. The likes and dislikes of listeners will remain about the same. They believe there must be more variation in daytime program schedules, referring to the fact that certain daytime variety shows have top ratings which are still on the rise. Almost without exception it was found that two morning variety programs on one of the networks had the highest rating in the respective cities.

## Stations Watch New Services

With reference to FM, Television and Facsimile, the analysis showed that stations are not sure of the steps they will take but they are watching technical and regulatory phases carefully, before committing themselves wholeheartedly.



## Radio Functions in Public Interest

Summing up the results of the survey, Patt expressed satisfaction as to its net accomplishment. He said he was convinced that the American broadcaster is first of all a good patriotic American and at the same time a sound business man.

"We have every reason to believe that our system of free American radio is functioning in the public interest and that the listener is, after all, a most influential critic," he concluded, "American broadcasters have their ears close to the ground and they're quick to respond to public likes and dislikes."

## 3,750,000 BATTERY PACKS PRODUCED IN 1943

The production of battery packs to operate rural radio sets totaled no less than 3,750,000 units in 1943 according to Arthur Stringer of NAB.

For reasons that cannot be specified at this time, he expressed the belief that battery packs available to farmers would register an increase in 1944. The prediction was made with full knowledge of the current paper shortage which affects the supply of corrugated shipping containers and the labor shortage which recently reduced production in one area.

## MORE AMERICAN SETS FOR BRITISH

The Wireless and Electrical Trader, London, in its January 15 issue quotes the Evening News of Jan. 4, as follows:

### "100,000 RADIOS To Be on Sale Soon

"Another 20,000 radio sets, ordered by the Board of Trade from America, are now arriving in Britain. It is hoped that with 14,000 American sets already here, and 70,000 British sets that are now being assembled ready for distribution, they will put an end to the immediate shortage."

## NEW TREASURY ETs REACHING STATIONS

Treasury 5-minute and 15-minute transcribed programs, available for local sponsorship, were moving out to stations this week, according to conversation with Emerson Walsman, War Finance Division, Treasury Department, Washington Building, Washington, D. C.

The format of these transcriptions is such that they may be used commercial or sustaining at the option of management.

"Song Parade" has been dropped and "Star Parade" will be discontinued with transcription No. 348.

## OUTLER NEW WSB MANAGER

John M. Outler, for the past thirteen years commercial manager of WSB, Atlanta, has been promoted to station manager, it was announced by J. Leonard Reinsch, managing director WSB-WIOD-WHIO. Outler is a member of the sales executive committee of NAB and served as chairman of that body for 1942-43. He is also Fifth District chairman of the sales managers committee.

## WASK DELIVERS IN LAFAYETTE

Bayne A. Spring, WASK, took the lead locally in engineering the Fourth War Loan campaign in Lafayette, Ind. On January 24, Eagles' Bond Drive, 9:30-11:00 p.m.,

sold \$5,300. This was followed on January 31 by Elks' Bond Drive, 9:30-12:00 p.m., which turned up \$176,000 with \$24,000 more in sight. Another \$5,200 came from church organizations promoted by a 15-minute daily program.

"We're not vain but *mighty* proud of the results," said Mr. Spring, "because we're only a 250 watter and we didn't have much help. We're still going strong."

## REACHES QUOTA IN DAY

Cape Girardeau, Mo., made its 4th War Loan bond quota in one day and Station KFVS raised a total of \$66,000 of the \$160,000 quota. These pledges were exceeded only by the combined pledges of all Cape Girardeau banks. All this is in accordance with a note from Miss Virginia Bahn of KFVS.

## NAB ASSOCIATION OF WOMEN DIRECTORS STAGE BIG EVENT

A nation wide project of outstanding significance in radio breaks in New York at the Hotel Roosevelt on Feb. 19th. 650 women broadcasters inaugurate the American Home Campaign at a luncheon and an NBC network show. Miss Ruth Chilton, WCAU, Philadelphia, is President of the Association of Women Directors. Plans have been under way for several months for this campaign which will appeal to millions of listeners everywhere during March, April and May, in the interest of the American Home. The women broadcasters are pleased to announce that twenty-one major national organizations will cooperate. They are:

National Congress of Parents & Teachers  
Children's Bureau, U. S. Dept. of Labor  
United Council of Church Women  
National Conf. of Christians & Jews  
National Federation of Music Clubs  
National Kindergarten Association  
American Institute of Decorators  
American Library Association  
National Society of New England Women  
American Social Hygiene Association  
National Council of Women  
National Music Council  
Girl Scouts, Inc.  
Parents' Forum  
National YWCA  
Camp Fire Girls  
National Safety Council  
Women's Action Committee  
Association for Family Living  
National Needlecraft Bureau  
National Association of Women Lawyers

Their participation will consist of the issuance of specially prepared spot announcements to the 650 association members during the spring months. Each series will be based upon the particular interest of the organization as it relates to the American Home—slanted from the background and objectives of the groups. For instance, the National Federation of Music Clubs, National Music Council and Mrs. Marjorie Lawrence of the Metropolitan Opera will appeal for more music in the home; the United Council of Church Women for more religion in the home, the American Library Association will stress the importance of home reading, the National Safety Council will highlight safety measures in the home, etc. Thus, in a short period of time will be carried on the greatest editorial campaign yet effected. The Parents Forum will conduct a contest with prizes from March 15-April 15. Listeners will be asked to write letters under the title "What can I do in my Home to Insure the Promise of a Happier Post War World." (see special notice in the contest elsewhere in this issue of REPORTS)

On February 19th, an AWD business meeting will be held followed by a panel discussion by leading women commentators, namely,

Panel Discussion—Chairman, Mildred Bailey, WTAG, Worcester; Victoria Corey, KDKA, Pittsburgh; Mary Mason, WRC, Washington, D. C.; Ruth F. Crane ("Mrs. Page"), WJR, Detroit; Jane Tiffany Wagner, NBC, New York; Ann Erickson, WHAI, Greenfield, Mass.; Helen Sioussat, CBC, New York; Rhea McCarty, WCOL, Columbus; Hazel Cowles, WHAM, Rochester; Kathryn Cravens, WNEW, New York; Alma Kitchell, Blue, New York; Lisa Sergio, WQXR, New York; Bessie Beatty, Mutual, New York; Linnea Nelson, J. Walter Thompson Co., N. Y.; Mary Margaret McBride, NBC, New York.

The subject will be "The Importance of the Strategic Role of the Woman Broadcaster."

At the luncheon, the following persons will speak:

Governor Earl Warren, California (Broadcast from California)

John Roy Carlson, Author

Katherine Lenroot—Chief, Children's Bureau, U. S. Dept. of Labor.

Mrs. William Hastings—Pres., National Congress of Parents and Teachers

Mrs. Harold V. Milligan—Pres., National Council of Women

Edwin Hughes—Pres., National Music Council

Mrs. Guy Gannett—Pres., National Federation of Music Clubs

Clara Savage Littledale—Editor, Parents' Magazine

Nancy McClelland—Past-Pres., American Institute of Decorators

Mrs. Paul T. Kammerer—Vice-Chmn., Exec. Comm. Girl Scouts, Inc.

Mrs. Leon E. Bushnell—Pres., Natl. Society of New England Women

Mrs. Norman deR. Whitehouse—Pres., Women's Action Committee

Amy O. Welcher—Pres., United Council of Church Women

Mrs. Robert Moore—Chmn., Awards Committee, Camp Fire Girls New York Council

Mrs. Maurice Moore—Chmn., Public Relations Committee, National YWCA

Anne Barnard—Dir., Women's Div., National Safety Council

Dorothy Lewis—Coordinator of Listener Activity, NAB

At 2:15-2:30—a portion of the program will be broadcast over the NBC network. The keynote speech will be made by Governor Earl Warren from San Francisco. Mrs. William Hastings, President, National Congress of Parents and Teachers, representing 5,000,000 members will speak, as will Mr. John Roy Carlson, author of "Under Cover." Marjorie Lawrence of the Metropolitan Opera will sing. A large number of agency women executives and leaders will attend. This promotion has been under the direction of Dorothy Lewis, Coordinator of Listener Activities.

## AMERICAN HOMES CONTEST

At the NAB Public Relations Committee Meeting Dorothy Lewis gave a resume of the forthcoming "American Home Campaign" of the Association of Women Directors of NAB, to take place during March, April and May (see *The Beam*, January issue). The significance of this event is indicated by the official cooperation of 21 major national organizations.

The Parents' Forum of the *Parents' Magazine* will sponsor a letter contest from March 15th to April 15th under the title, "What I Am Doing in My Home to Strengthen the Promise of a Happier Postwar World." Modest prizes will be awarded to national winners. Three members of the Public Relations Committee felt that they would like to offer local prizes as well over their own

stations. They suggested that we pass on the idea to you. Here is a way to do a tremendous public service, to gain good will of the participating national organizations through their local leadership, to do a good job of mail-pulling and, most important, it will add prestige to your local women's program. Details can be worked out with your women broadcasters. We will be pleased to assist, if you wish further details.

## JETT SWORN IN

Ewell K. Jett February 15 took his oath of office as a Commissioner of the Federal Communications Commission, succeeding George Henry Payne whose term expired June 30, 1943.

Mr. Jett was nominated for the position by President Roosevelt on January 12, 1944. He was confirmed by the Senate on February 11. He has been Chief Engineer of the FCC since January 1, 1938.

## ADAIR NEW CHIEF ENGINEER

Appointment of George P. Adair as Chief Engineer of the FCC to succeed E. K. Jett who became a Commissioner was announced by the Commission February 16, effective at once.

Mr. Adair has been serving as Assistant Chief Engineer in charge of the Broadcast Division since December 16, 1941.

At the same time, the Commission announced the appointment of Philip F. Siling, Chief of the International Division, to take the position vacated by Mr. Adair. Marion Woodward, Assistant Chief of the International Division, was promoted to Chief of the Division.

The Commission also addressed a letter of commendation to George E. Sterling for his work as Chief of the Radio Intelligence Division.

Mr. Adair has had more than a score of years of experience in varied fields of radio communication. Born at Rancho, Texas, December 8, 1903, Mr. Adair attended local schools and was graduated from Texas A. & M. College in 1926 with a B.S. degree in electrical engineering. While in high school he worked on electrical installation and repair and held an amateur operator's license. While in college he specialized in communication engineering, taking special courses and serving as cadet captain in charge of radio training. During the period from 1921 to 1926 he attended Signal Corps officer training camp and otherwise participated in mathematical and electrical instruction, work and study.

Upon graduation from college, Mr. Adair was employed for about three and a half years by the Radio Engineering Department of the General Electric Company, during which time he traveled extensively developing, designing, testing, and installing radio equipment and systems. In 1929 he became associated with Straus Bodenheimer, Texas electrical distributor, which brought him additional experience in problems of radio interference, service blanketing, cross modulation and static.

In 1931 Mr. Adair joined the broadcast engineering staff of the Federal Radio Commission. From April 1936 to August 1939 he served as Acting Assistant Chief of the Engineering Broadcasting Division of the FCC. On August 1, 1939, he was promoted to Assistant Chief of the Broadcast Division. In his official capacity Mr. Adair has made extensive studies of all phases of broadcast allocation, including recommendations and reports on applications, equipment, service and interference, and was active in drafting the Standards of Good Engineering Practice governing broadcast and other radio services. He is a member of the Institute of Radio Engineers.

Mr. Siling was born in East Orange, N. J., August 14, 1897, and was graduated from Yale University in 1917

with a Ph.B. degree in electrical engineering. He was associated with the International Telephone and Telegraph Corporation as Outside Plant Engineer and Acting Plant Operations Engineer from 1929 to 1933. He was Assistant Deputy Administrator with the National Recovery Administration from 1933 to 1935. In 1935 he joined the Federal Communications Commission as a telephone engineer and in 1937 was made Assistant Chief of the International Division of the Engineering Department. He was made chief of the International Division on May 1, 1941.

Mr. Woodward was born February 5, 1902, at Cape Charles, Virginia. He attended the public schools there. He was graduated from the Virginia Polytechnic Institute with the degree of B.S. in electrical engineering in 1922. He served as an engineer with the Western Union from 1922 to 1929, with the International Telecommunications Laboratories from 1929 to 1933, with Postal Telegraph in 1934 and joined the Commission staff in 1935.

## FEDERAL COMMUNICATIONS COMMISSION DOCKET

### HEARINGS

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, February 21. It is subject to change.

Wednesday, February 23

WNAC—The Yankee Network, Inc., Quincy Mass.—C. P. to move auxiliary transmitter. 1260 kc.; 1 KW; for auxiliary purposes only.

## FEDERAL COMMUNICATIONS COMMISSION ACTION

### APPLICATIONS GRANTED

KNOE—KNOE, Inc., Monroe, La.—Granted petition requesting reinstatement and grant of application (B3-P-2887, Docket 5995, B-148), for construction permit for a new station to operate on 1450 kc., 250 watts, unlimited time, transmitter site and antenna system to be determined subject to Commission approval. The application is granted pursuant to Commission's Policy of January 26, 1944.

The Fort Hamilton Broadcasting Co., Hamilton, Ohio—Granted application for construction permit for a new station to operate on 1450 kc., with 250 watts power, unlimited time, transmitter site to be determined subject to Commission approval, and subject to procedural requirements of Public Notice of January 26, 1944 (B2-P-3469, Docket 6469, B-180).

Robin Weaver, Sr., Clarksdale, Miss.—Granted request of permittee of new station, to change assigned call letters from WARW to WROX.

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Cal.—Granted extension of license for the period ending May 31, 1944, pending determination of the renewal application under the Multiple Ownership Rule, Sec. 3.25.

WDSU—WDSU, Inc. (Assignor), E. A. Stephens, Fred Weber and H. G. Hall, d/b as Stephens Broadcasting Co. (Assignees), New Orleans, La.—Granted consent to voluntary assignment of license and construction permit of Station WDSU, from WDSU, Inc., to E. A. Stephens, Fred Weber and H. G. Wall, d/b as Stephens Broadcasting Co. No monetary consideration involved; purpose is to change licensee from that of corporation to a partnership (B3-APL-17).

WSAM—Adolph Greenebaum, Deceased (Transferor), Milton L. Greenebaum (Transferee). Saginaw Broadcasting Co. (Licensee), Saginaw, Mich.—Granted consent to acquisition of control over Saginaw Broadcasting Co., licensee of Station WSAM, by Milton L. Greenebaum by the purchase of 35 additional shares (B2-TC-348).

WKNY—Benj. F. Feiner, Jr., Morris S. Novik, and Louis J. Furman (Transferors), Myer Wiesenthal, Charles C. Swaringen, et al. (Transferors), Kingston Broadcasting Corp. (Licensee), Kingston, N. Y.—Granted consent to voluntary transfer of control of Kingston Broadcasting Corp., licensee of Station WKNY, from Benjamin F. Feiner, Jr., Morris S. Novik, and Louis J. Furman, to Myer Wiesenthal, Charles C. Swaringen, et al., representing purchase of 750 shares or 50% of the outstanding stock for a total consideration of \$15,000 (B1-TC-347).

WKEU—Radio Station WKEU, Griffin, Ga.—Granted renewal of license (B3-R-819) and construction permit (B3-P-3246) for increase in power from 100 to 250 watts, and to install new antenna on the frequency 1450 kc., subject to condition that operation during the broadcast day with 250 watts shall not be commenced until completion of construction and approval of installation by the Chief Engineer of the Commission; such approval being contingent on submission of field measurements showing an efficiency of 150 mv/m per KW for the antenna system.

### MISCELLANEOUS

WINS—Hearst Radio, Inc., New York City—Granted license (B1-L-1791) to cover construction permit for change in frequency to 1010 kc., increase in power to 10 KW, change in hours of operation to unlimited; installation of new transmitter and directional antenna for day and night use, and move of transmitter, subject to condition that licensee shall satisfy legitimate complaints of blanketing within the 250 mv/m contour, including external cross modulation. Also granted authority to determine operating power by direct measurement of antenna power (B1-Z-1574).

KNBH—National Broadcasting Co., Inc., Hollywood, Cal.—Granted license (B5-LRY-296) to cover construction permit for new relay broadcast station; frequency 1606, 2074, 2102 and 2758 kc., 500 watts.

W6XLA—Television Productions, Inc., Los Angeles, Cal.—Granted modification of construction permit (B5-MPVD-109) for extension of completion date of new experimental television station to March 1, 1944.

KGBK—Helen Townsley, Area of Great Bend, Kans.—Granted renewal of relay broadcast station license for the period ending Oct. 1, 1944 (B4-RRY-240). Also granted Voluntary Assignment of license to KVGB, Inc. (B4-ALRY-22).

Hildreth & Rogers Co., Lawrence, Mass.—Placed in pending file application for construction permit (B1-PH-153) for new FM broadcasting station.

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—Granted petition to continue hearing on application for renewal of license from February 9 to March 8, 1944.

WSPR—WSPR, Inc., Springfield, Mass.—Granted motion to amend application for construction permit so as to request the use of 1270 kc., with power of 1 KW day, 500 watts night, using DA day and night, instead of 1 KW day and night, and removed application from the hearing docket.

WNAC—The Yankee Network, Inc., Boston, Mass.—The Commission on its own motion continued to Monday, April 24, the hearing now set for February 23, on application for construction permit to move auxiliary transmitter locally in Quincy, Mass.

KOMA—KOMA, Inc., Oklahoma City, Okla.—Granted petition to amend application for construction permit, on condition that applicant, within 15 days from date hereof, shall furnish the Commission with full technical information as requested in FCC Form No. 301 (revised March, 1941), paragraphs 18 through 28, inclusive, and that the application be retained in the hearing docket. The amended application requests use of same frequency, 690 kc., but with 5 KW day, 500 watts night, without directional antenna either day or night. The hearing notice heretofore issued was supplemented by the following issue: "To determine which will better serve the public interest, convenience and necessity, the use of the frequency 690 as proposed by KOMA (B3-P-2703) or as proposed by KGGF, Coffeyville, Kans., operating as pro-

posed in its application for renewal (B4-R-710) or as proposed in its application for construction permit" (B4-P-2883).

#### APPLICATIONS FILED AT FCC

##### 970 Kilocycles

WICA—WICA, Inc., Ashtabula, Ohio.—Special service authorization to operate unlimited time on **970 kc.**, using 1 KW day and 100 watts night for the period ending 8-1-44.

##### 1230 Kilocycles

NEW—Marietta Broadcasting Co., Virgil V. Evans, Sole Owner, Marietta, Ga.—Construction permit for a new standard broadcast station to be operated on **1230 kc.**, 250 watts power, unlimited hours of operation.

WACO—Frontier Broadcasting Co., Inc., Waco, Texas.—Construction permit to change frequency from **1450 kc.** to **1230 kc.**

##### 1240 Kilocycles

NEW—WARC, Inc., Rochester, N. Y.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, 250 watts power, unlimited time. Amended: re equipment.

##### 1280 Kilocycles

WOV—Wodaam Corporation, New York, N. Y.—Transfer of control of licensee corporation from Arede Bulova and Harry D. Henshel to Murray Mester and Meyer Mester.

##### 1400 Kilocycles

KTCK—Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.—Voluntary assignment of license to O. L. Taylor.

##### 1470 Kilocycles

WSAN—Lehigh Valley Broadcasting Co., Allentown, Penna.—Modification of license to change hours of operation from sharing time with WCBA to unlimited time, facilities of WCBA.

##### 1480 Kilocycles

WHBC—The Ohio Broadcasting Co., Canton, Ohio.—Modification of construction permit (B2-P-3334, which authorized changes in equipment, frequency, increase power and directional antenna for night use) for changes in antenna system and extension of completion date.

KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Modification of construction permit (B4-ML-1157), which authorized increase in night power, using directional antenna for changes in the ground system.

##### 1490 Kilocycles

WKBV—Knox Radio Corporation, Richmond, Ind.—Voluntary assignment of license to Central Broadcasting Corporation.

#### FM APPLICATION

Telegraph Herald, Dubuque, Iowa.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46500 kc.**, with coverage of 8,060 square miles.

#### TELEVISION APPLICATION

Gus Zaharis, South Charleston, W. Va.—Construction permit for a new experimental television broadcast station to be operated on **50000-56000 kc.**, A5 and special emission and power of 110 watts-aural and 50 watts-visual.

#### MISCELLANEOUS APPLICATIONS

WBLQ—Piedmont Publishing Co., area of Winston-Salem, N. C.—License to cover construction permit (B3-PRE-439), which authorized installation of new transmitter.

NEW—Blue Network Company, Inc., New York, N. Y.—Authority to transmit programs originating in Blue Network's studios at 30 Rockefeller Plaza, New York, and/or points in the U. S. where Blue Network programs may originate, to stations licensed to A. J. Byington, Jr., in Brazil, South America.

## 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.

**Austelle-Flintom Co.**, with offices and place of business in the Atlantic Coast Line Warehouse, Orangeburg, S. C., is charged in a complaint with violation of the brokerage section of the Robinson-Patman Act. (5130)

**L. P. Maggioni & Co.**, 401 West Bay St., Savannah, Ga., is charged in a complaint with violation of the brokerage section of the Robinson-Patman Act. (5129)

#### CEASE AND DESIST ORDERS

No cease and desist orders were issued by the Commission last week.

#### STIPULATIONS

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

**Mason Drug Co.**, 22 Thayer St., Boston, stipulated that in connection with the sale of a medicinal preparation designated "Casafru" he will cease and desist from disseminating any advertisement which fails to reveal that the product should not be used when abdominal pain, nausea, or other symptoms of appendicitis are present; provided, however, that such advertisements need only contain the statement, "CAUTION: Use only as directed," if the directions for use on the label and in the labeling contain a warning to the same effect. (O3190)

**Othine Corp.**, Buffalo, N. Y., stipulated that in connection with the sale of a cosmetic designated "Othine Face Bleach" it will cease and desist from disseminating any advertisement which fails to reveal that the preparation should not be applied at any one time to an area of skin larger than that of the face and neck, that too frequent applications over excessive periods of time should be avoided, that adequate rest periods between series of treatments should be observed, that the preparation should not be used where the skin is cut or broken, and that in all cases a proper patch test should be made to determine whether the user is allergic or sensitive to the preparation. (3811)

**Hill Shoe Co.**, 70-72 N. 4th Street, Philadelphia, entered into a stipulation to cease and desist from using the word "health" or words of like meaning to describe or refer to shoes that have no special orthopedic features, or otherwise representing that shoes of customary and usual construction have special health or corrective features. (3810)

#### FTC CLOSES CASE

The Federal Trade Commission has closed without prejudice the case growing out of the complaint it issued against Paul, Rice & Levy, Inc., New Orleans, engaged in the sale and distribution of signal flare cartridges used as safety equipment on life-boats carried on ocean and coastwise vessels.

The complaint charged the respondent corporation with selling signal flare cartridges which were misdated and misbranded.



1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 12, No. 8, February 25, 1944

## CANADIAN ASSOCIATION OF BROADCASTERS CONVENTION

The Canadian Association of Broadcasters held its tenth annual meeting February 14, 15 and 16 at the Chateau Frontenac in Quebec. The convention was attended by some 275 persons representing the broadcasting industry in all provinces of Canada and a good number from the United States. CAB officials were justifiably proud that this their fifth war-time convention was their best from the standpoint of attendance and accomplishment.

Glen Bannerman was re-elected President and General Manager of the Association and T. Arthur Evans was re-appointed Secretary-Treasurer. Joseph Sedgwick was continued as General Counsel for the Association. The newly elected Board of Directors are as follows:

Harry Sedgwick, Chairman, CFRB, Toronto, Ontario.  
J. E. Campeau, CKLW, Windsor, Ontario.  
J. K. Cooke, CKGB, Timmins, Ontario.  
Gerry Gaetz, CKRC, Winnipeg, Manitoba.  
Phil Lalonde, CKAC, Montreal, Quebec.  
A. A. Murphy, CFQC, Saskatoon, Saskatchewan.  
N. Nathanson, CJCB, Sidney, Nova Scotia.  
G. R. A. Rice, CFRN, Edmonton, Alberta.  
Lt. Col. Keith S. Rogers, CFCY, Charlottetown, Pr. Edw. Is.  
J. N. Thivierge, CHRC, Quebec, Quebec.  
Ralph E. White, CFJC, Kamboops, B. C.

The keynote of the convention was presented in the opening session Monday morning by President Glen Bannerman in an address which clearly set forth problems of the independent broadcasters of Canada and invited the serious consideration of the Association's membership to seek solutions. The principal problem as set forth by Mr. Bannerman was that of legislation. He called upon his membership to seek a proper answer to the situation wherein the Canadian Broadcasting Act created a board of governors to operate the Canadian Broadcasting Corporation and, at the same time, to regulate all Canadian stations.

Mr. Bannerman stated that his criticism was leveled at the broadcasting act and the regulations developed under the act but that he had no criticism for the Canadian Broadcasting Corporation personnel who are sincerely trying to carry out their obligations. Mr. Bannerman suggested two courses of action which he felt would be effective in correcting the situation. One was the formation of a three-man board of commissioners. This board could pass on all applications for licenses, approve all applications for contracts and lines, for both the Canadian Broadcasting Corporation and private stations and establish such regulations as would be necessary. By this move the CBC Board of Governors would confine their activities to the operations of the CBC and release all of their regulatory powers to the three-man board. Under this plan the CBC and its Board of Governors could continue to own its present stations and operate a national network. At the same time the private stations would be given an opportunity to form another network. The three-

man board would be set up independently to function similar to the Canadian Judiciary. The members would serve for a period lasting until a set retirement age. The other plan involved the relinquishment of Government ownership of stations and operation of the network.

Major General R. L. LaFleche, Minister of War Service which has jurisdiction over the CBC and radio broadcasting, spoke to the convention following Mr. Bannerman's speech. He suggested that the problems of the broadcasting industry should be settled within the industry and invited concrete suggestions for the improvement of broadcasting in Canada. He expressed confidence that a settlement could be reached which would leave private operators of broadcast stations and the CBC satisfied.

The convention studied the report and proposals of Mr. Bannerman in closed sessions and adopted a policy for seeking remedies for the problem to be presented before the 1944 Parliamentary Committee of Inquiry into Radio Broadcasting.

Another action of the CAB convention, heralded as a major step in the broadcasting industry, was the creation of an organization to be known as the Bureau of Broadcast Measurement. Two CAB members were elected to the Board of Directors of the newly formed Bureau of Broadcast Measurement. These were Mr. Harry Gooderham, CKCL, Toronto, and Mr. Horace Slovin, of Slovin and Wright, Station Representatives.

This action of the convention took place after a report of the CAB Joint Committee on Research. Approximately two years ago the CAB invited the Association of Canadian Advertisers and the Canadian Association of Advertising Agencies to participate with them in investigating proper measurements for broadcasting. A committee was formed with equal representation of the three associations.

At the CAB convention last year an interim report on methods for measuring station coverage were presented and at this convention the final report was made setting forth the method to be employed and the proposal for the formation of the Bureau of Broadcast Measurement to implement their findings.

The method to be employed in station coverage is essentially that used by the Columbia Broadcasting System in measuring coverage of CBS affiliated stations. The CAB departs from the CBS method in only the standards to be used for interpreting station coverage by county. The Joint Committee felt that a less competitive analysis would be of greater general value to the industry at large.

The board of the Bureau of Broadcast Measurement will consist of three members from broadcasters, three from advertising agencies, and three from advertisers. The third broadcaster representative is to be appointed from the Canadian Broadcasting Corporation.

Another research action of the Association was the creation of a committee to consist of two representatives from the Association of Canadian Advertisers, two representatives from the Canadian Association of Advertising

*(Continued on page 62)*

Neville Miller, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

## CANADIAN ASSOCIATION OF BROADCASTERS CONVENTION

(Continued from page 61)

Agencies, two representatives from the Canadian Broadcasting Corporation, two representatives from the Canadian Association of Broadcasters, and two representatives from station representatives. This committee is to study and report to the Association concerning both public reaction to commercial continuities and ways and means of making the commercial continuity more effective. A fund of \$2,000 was voted for the Committee's use during the next year.

The CAB Committee on Standard Rate Structure submitted a report of its activities during the previous year. Several exhibits were introduced showing the accomplishments in rate standardization. Also a preliminary draft of a suggested Standard Rate Card Format was made available to the membership. However, attention was called to the hope of the Committee that further improvement will be made before a final format is recommended. A general resolution was passed by the Association in-dorsing the work of the committee.

Other reports included those of the Public Relations Committee, a recommendation for the establishing of a Standing Committee on Programming, a report on relations with the Canadian Broadcasting Corporation, and a report of the Policy Sub-Committee on Religious and Political Broadcasting.

Guest speakers at the convention included Matthew N. Chappell, Ph.D., Research Consultant, C. E. Hooper, Inc., New York, who spoke on the subject, "Common Sense in Radio Research"; J. Gray Turgeon, M.P., Chairman, Parliamentary Committee on Reconstruction, who spoke on the subject, "Canada Plans for Peace"; Colonel J. B. Palmer, Radio Station WHO, Davenport, Iowa, spoke on Radio Salesmanship; Dr. James Rowland Angell, Public Relations Adviser, NBC, the banquet speaker, spoke on the development of radio broadcasting and the part it plays in our life today; Paul Chamberlain, Manager, F.M. Division, General Electric Company, spoke and showed the General Electric film on Frequency Modulation, and Joseph W. G. Clark, D.F.C., Director-in-chief of Public Relations for the Canadian Armed Forces, spoke on his experiences in a recent visit to the battle fronts in Europe.

Mr. J. Harold Ryan, newly elected President of NAB; John J. Gillan, Jr., WOW, Omaha; Mr. Colin Hager, WGY, Schenectady; and Paul F. Peter, NAB Research Director, represented the NAB Board of Directors and staff at the CAB Convention.

## THIRTEENTH DISTRICT BROADCASTERS WANT EVEN STRONGER BMI

Dallas, Feb. 17: Broadcasters of the Thirteenth District meeting in Dallas today went on record as favoring the greater use of all BMI resources in giving BMI a more

competitive advantage in the field of music. Investment of monies otherwise applied in reduction of fees was asked for by the resolution, indicating willingness on the part of station men to profit less in the interest of the strongest possible music producing organization for the broadcasting industry. Broadcasters were urged to make wider and more intelligent use of BMI music and material and Carl Haverlin was commended for his excellent service in keeping the industry abreast of music problems.

The Cannon-Mills bill was condemned flatly as a subsidy without merit whose basis for distribution was strictly political. Further resolutions commended NBC Thesaurus, Columbia Recording Company and RCA Recording Company for opposition to Petrillo; expressed appreciation for the faithful service of Neville Miller as President of NAB during the past five and one-half years and pledged allegiance to J. Harold Ryan, Miller's successor as industry head; expressed confidence in the NAB legislative committee in its efforts to obtain new radio legislation and pressed upon the industry need for a unified front to be sought first by a nationwide NAB membership drive.

Hugh Half, WOAI, District Director, presided over the one day session and was thanked for his efforts in arranging the interesting agenda, as were WFAA, KGKO and WRR, host stations for the Dallas meeting. Business did not include the election of a Director as this is not an election year in the Thirteenth District.

C. E. Arney, Jr., Secretary-Treasurer and temporary Managing Director of NAB, discussed new legislation, labor, war activities, selective service, work of NAB committees, post-war matters, music, ASCAP and Petrillo, the latter three topics being covered in greater detail by Carl Haverlin, BMI, and Frank Chizzini, NBC Thesaurus, Chicago. Leonard Callahan, SESAC, discussed copyrights.

Dave Russell, OWI, and Kurt Jadassohn, Treasury Department, were heard.

Alex Keese, WFAA-KGKO, Thirteenth District Sales Managers chairman, introduced Lewis H. Avery, NAB Director of Broadcast Advertising for a report on the work and plans of the Sales Managers' Executive Committee, including success of the Retail Promotion Committee Plan, intended sales approach to the motion picture and building industries, changes in the standard contract form and recommendations as to acceptance of contracts containing prejudicial terms.

Karl Wyler, KTSM, Thirteenth District Public Relations Chairman, presided over the closing session in which Willard D. Egolf, NAB Assistant to the President, outlined industry public relations activities during the past year and presented a proposed introductory book on public relations, which Wyler reviewed, requesting comments and suggestions.

"On the Air," Westinghouse sound-film history of radio, and the two General Electric productions, "The Story of FM" and "Sightseeing at Home," television picture, were shown for the broadcasters at the close of the day, following which Dallas station men were hosts at an informal gathering at the Baker Hotel.

Complete attendance list follows:

C. E. Arney, Jr., NAB; L. L. Hendricks and B. V. Hammond, Jr., KRRV; Eugene J. Roth, KONO; Major Ralph Forster; Frank E. Chizzini, NBC; James R. Curtis, KFRO; Olin Brown, WFAA-KGKO; Val Lawrence, KROD; Dewitt Landis, KFYO; Cecil Trigg, KROD; Ernest Jones, KNOW; Gerald King, Standard Radio; Ralph Maddox, Alex Keese, Ed Bryant and Ralph Nimmons, WFAA-KGKO; Martin Campbell, WFAA-WBAP-KGKO; Carl Haverlin, BMI; R. Early Wilson, KABC; Joe B. Carrigan, KWFT; Bill Michaels, KABC; E. P. Duffie, KGKB; Aubrey H. Escoe, KAND; Raymond Hollingsworth, KGNC; George A. Kercher, Edward Petry & Co.; Wade Barnet, NBC Radio Recording; Ed Talbott, KROD; Lewis H. Avery, NAB; O. L. Ted Taylor, KGNC; George W. Johnson, KTSA; Hugh A. L. Half and Jack Keasler, WOAI;

W. Ward Dorrell, C. E. Hooper, Inc.; A. W. Kaney, NBC; Willard D. Egolf, NAB; Karl O. Wyler, and V. C. Hicks, KTSM; Ralph C. Wentworth, BMI; C. B. Locke, KFDM; Hardy C. Harvey, KABC-KNOW; Charles B. Jordan, WRR; Howard Barrett, KRBC; Frank O. Myers, KCMC; Lewis O. Seibert, KGKL; Herbert Denny, Standard Radio; James G. Ulmer and Mrs. James G. Ulmer, KGKB; George W. Johnston and Leonard D. Callahan, SESAC; K. A. Jadassohn, U. S. Treasury Department.

## WILLIAM B. WAY RE-ELECTED TWELFTH DISTRICT DIRECTOR

Sole nominee of the meeting, William B. Way, Vice-President and General Manager of KVOO, was returned to office as Director of the Twelfth District, NAB, by the unanimous ballot of Kansas and Oklahoma broadcasters gathered in Tulsa Monday, February 21.

Resolutions of the one day conference commended those who have taken steps to discontinue "cowcatcher" and "hitch-hike" announcements, deploring the practice. An even stronger and more competitive BMI was urged, through investment of funds otherwise applied to reduction of fees. The Cannon-Mills bill was condemned and opposition was expressed to the Government's buying either time or space for the promotion of the war effort. NBC Thesaurus, RCA Recording Company and Columbia Recording Company were commended on the strong stand against Petrillo. Confidence was expressed in the NAB Legislative Committee's ability to obtain proper radio legislation. Neville Miller was thanked for his faithful service to the industry as President and J. Harold Ryan was promised allegiance and support as incoming head of NAB. Special approval was voiced of the selection of a broadcaster as NAB President. This, the first meeting of the Twelfth District broadcasters since the untimely death of William C. Gillespie, Vice-President, KTUL, went on record with an expression of sympathy for Mrs. Mildred Gillespie, now conducting a woman's feature over KTUL, and observed with regret the loss experienced by the radio industry in the death of one of its leaders. KVOO, KTUL and KOME were thanked for their hospitality and Director William B. Way and John Esau, KTUL, received special thanks for preparing an interesting and instructive meeting.

C. E. Arney, Jr., Secretary-Treasurer and temporary Managing Director of NAB, discussed the legislative situation, labor, war activities, selective service, manpower, post-war matters and general NAB activities. Carl Haverlin, BMI, and Frank Chizzini, NBC Thesaurus, reported on ASCAP and Petrillo.

Lewis H. Avery, Director of Broadcast Advertising for NAB, was introduced by Clark Luther, KFH, Chairman of Twelfth District Sales Managers, and reported on the activities of the Sales Managers' Executive Committee. National success of the Retail Promotion Committee Plan was discussed, especially with regard to reactions within the retail trade. Plans to approach the motion picture and building industries with similar presentations were outlined. A proposed conference with the Proprietary Association was announced. The new continuing annual discount provision was read and discussed, together with recommendations covering contract provisions that contain objectionable and impractical terms. General post-war and 1944 plans were presented.

Robert Enoch, KTOK, Twelfth District Public Relations Chairman, introduced Willard D. Egolf, NAB Assistant to the President, who reported on the activities of the industry during the past year and introduced a proposed book on public relations for broadcasters.

Entertainment highlight of the day was the presentation of "Dr. Holderman" of the "Huffman Research Institute," whose scholarly discourse, supported by sample off-the-air recordings, turned into a howling satire, or one-man grid-

iron, panning soap operas, multiple-spotting, radio preachers, commentators and almost every phase of programming. "Dr. Holderman" was later introduced as Ben Henneke, Professor of Speech and Dramatics at Tulsa University and part-time KVOO announcer.

"On the Air!" Westinghouse sound film history of radio, and General Electric's "The Story of FM" and "Sight-seeing at Home," television production, were shown at the close of the day, followed by an informal gathering at the Tulsa Hotel.

The full attendance list is as follows:

C. E. Arney, Jr., NAB; Ellis Atteberry, KCKN; Lewis H. Avery, NAB; Owen Balch, KSAL; Wade Barnes, NBC; Jimmy Barry, KBIX; Leland Bass, General Electric; M. H. Bonebrake, KOCY; Gus Brandborg, KVOO; Ken Brown, KOMA; Paul Buening, KOMA; L. D. Callahan, SESAC; Charles Carroll, WBBZ; Mrs. A. L. Carrell, WBBZ; J. Fred Case, KWON; Mrs. J. Fred Case; Frank Chizzini, NBC; Plez Clark, KFH; Jerry Deane, OWI; Willard Egolf, NAB; Bob Enoch, KTOK; John Esau, KTUL; Major Ralph Forster, British Army Staff; Milton Garber, KCRC; Harold Grimes and Mrs. Harold Grimes, KOME; Gayle Grubb, WKY; W. C. Haselbush, United Press; Carl Haverlin, BMI; K. A. Jadassohn, U. S. Treasury Department; George A. Kercher, Edward Petry Co.; A. W. Kaney, NBC; Jerry King, Standard Radio; J. W. Knodel, Free & Peters, Inc.; R. K. Lindsley, KFBI; Clark A. Luther, KFH; Ralph Miller, WKY; C. A. Minor, KOMA; Clem Morgan, KVGB.

Major Howard Peterson, U. S. Army; Allan Page, KVOO; K. W. Pyle, KFBI; Jim Randolph, KVOO; Vernon Reed, KFH; Byrne Ross, KSWO; Dave Russell, OWI; W. F. Shoemaker, Frederic W. Ziv, Inc.; Weldon Stamps, KADA; Albert E. Stine, Press Association; George Tarter, KOCY; Jack Todd, KANS; Ralph Varnum, KFBI; Gordon Wardell, KGBX; and W. B. Way, KVOO.

## TALENT TAX STATUS

The following notification was released by the Commissioner of Internal Revenue, February 21. It is published here because it answers many of the questions which stations have asked of the NAB staff during the past months. As will be seen in reading the following the Internal Revenue Bureau has not changed its policy but is merely trying to clarify certain aspects of the status of musicians and variety entertainers with regard to the handling of tax matters by employers. The Internal Revenue Commissioner's release follows:

## TREASURY DEPARTMENT

Office of Commissioner of Internal Revenue  
Washington 25, D. C.

February 21, 1944.

*Status of Musicians and Variety Entertainers for Purposes of Employment Taxes under the Federal Insurance Contributions Act and the Federal Unemployment Tax Act and for Purposes of the Income Tax Withholding under the Current Tax Payment Act of 1943.*

COLLECTORS OF INTERNAL REVENUE,  
INTERNAL REVENUE AGENTS IN CHARGE,  
AND OTHERS CONCERNED:

1. Many persons who operate theatres, night clubs, restaurants, and similar establishments have asked to be advised whether or not they are the employers of certain musicians and variety entertainers for purposes of the employment taxes imposed by the Federal Insurance Contributions Act and the Federal Unemployment Tax Act and for purposes of withholding under the Current Tax Payment Act of 1943. If such persons (hereinafter called operators) are the employers of the musicians and entertainers, the operators are subject to various requirements in collecting and paying the taxes, and in keeping records of employees and their wages.

2. It is the position of the Bureau that an operator

for whom musicians perform services pursuant to a "Form B" contract is the employer of such musicians, including the leader, for purposes of employment taxes and the income tax withholding. The operator, as employer, is required to collect from the musicians both the employees' tax under the Federal Insurance Contributions Act and income tax under the Current Tax Payment Act of 1943 and to make returns and payments of such taxes to the collector of internal revenue. The operator also is required to pay employers' tax under the Federal Insurance Contributions Act with respect to wages paid by him for the musicians' services and to include such wages in his annual return under the Federal Unemployment Tax Act if he is an employer of eight or more (including the musicians) as defined in that Act. This rule also applies to any entertainer or actor who performs services for an operator under the provisions of a "Form B" contract or other contract having substantially similar provisions.

3. In general, the variety entertainers with respect to whom operators have made inquiries are those who acquire and perform their own repertoires in a series of short-term engagements for a number of different operators under contracts which ordinarily specify only the time, remuneration, place, and duration of each engagement.

4. The Bureau is unable, at this time, to rule conclusively on the status of the variety entertainers referred to in Paragraph 3, above. Until a conclusive ruling is made operators of theatres, night clubs, restaurants, and similar establishments may consider such entertainers to be independent contractors and will not be required to collect tax from such entertainers or report or pay taxes with respect to the remuneration of the entertainers, unless the Bureau determines in a specific case that taxes should be collected, reported, and paid. Each operator should keep records of entertainers' names, account numbers, and wages, however, for the purpose of enabling the operator to make such returns or reports as may be required of him if the operator is subsequently determined to have been the employer of the entertainers.

5. The tentative ruling stated in Paragraph 4, above, will prevail only until such time as a conclusive ruling is published by this office.

6. Inquiries relating to the income tax withholding should be addressed to this office for the attention of IT:P:T. Inquiries relating to employment taxes should be addressed to this office for the attention of A&C:RR. Correspondence otherwise relating to the contents of this mimeograph should refer to the number thereof and the symbols A&C:RR.

HAROLD N. GRAVES,  
*Acting Commissioner.*

## FM vs. AM TELEVISION SOUND

RTPB Committee 3 of Panel 6 on Television is reviewing present television standards. One of the existing standards specifies FM for television sound channels. During the committee meeting in New York on January 26, there was considerable discussion of the relative merits of FM versus AM for television sound.

One of the members present reporting on his experience in the use of FM television sound stated "that there was definitely no improvement in the use of FM and referred to the paper by DuMont and Goldsmith on multipath transmission problem. He claimed that FM has several problems as regards multipath transmission and that the time delay difference between the two paths causes definite distortion in the audio output. He felt that with FM on the sound channel we would be seriously handicapped. He also brought out the point that the receiving equipment is considerably complicated by the use of FM although there were definite advantages to FM in locations where the noise level was high. He raised the question though, as to why we should go to a system that complicated the receiver in order to reduce the power of the sound transmitter."

Another member expressed the opinion "that FM is now here to stay. He could not visualize a television receiver

without also an FM broadcast channel on it. The dealer will demand an FM channel since he knows that the public has been sold on FM even though there is not an AM channel on the receiver."

Further in the discussion, the point was brought out "that FM problems would be much greater in the higher frequency television channels than in the present FM channels due to the fact that the drift in tuning would be much greater."

The quotations are from the minutes of the meeting.

After the discussion of the relative merits of the two sound systems, the committees decided to request information from the RTPB FM Panel. The following letter was written by the Secretary:

February 2, 1944.

MR. G. E. GUSTAFSON,  
Chairman, Panel 6,  
Radio Technical Planning Board.

In connection with the use of FM for sound transmission on the television channel, committee 3, Panel 6, has raised several questions on which an expression of opinion is desired from Panel 5.

The use of FM seems to cause an appreciable distortion in the audio output of a receiver in some cases where there are multipath transmissions between the transmitter receiver. In these cases the delayed wave causes cancellations in amplitude of the direct wave which cause the resultant amplitude to fall below the limiter level. Thus a distortion in the audio output results. Committee 3, Panel 6 would like to have your Panel discuss this problem, if you have not already done so, and inform us of any solution that may result.

In addition the question of receiver stability on FM sound channels has been brought up. We are under the impression that all FM broadcast receivers built up to the present time have a manual fine tuning adjustment, which is necessary to keep the carrier centered on the discriminator characteristic. As a result this necessitates careful adjustment from time to time in the hands of the user. Since the television sound channels are on even higher frequencies than the FM sound carriers, the problem of drift in the receiver circuits is even more serious. Committee 3, Panel 6, would like to have Panel 5 consider this problem and notify us if your Panel has any solution.

Very truly yours,

N. F. SMITH, JR.,  
*Secretary,*  
Committee 3, Panel 6.

## OWI NEEDS OVERSEAS PERSONNEL

The vital need for 450 men for important and urgent overseas missions was revealed in Washington this week by Elmer Davis, OWI director, before representatives of the newspaper and radio advisory committees of the Domestic Branch of OWI and the War Advertising Council.

A special committee was set up, to assist the overseas branch in meeting its obligations, consisting of: Earl Gammons, CBS; Kenneth Berkeley and Charles Bary, of The Blue Network; Lewis A. Weiss, KHJ and MBS; and Carlton Smith and William Brooks of NBC.

It is understood that many of the 450 men will be sent abroad within a few weeks.

Included in the needs are 60 radio engineers and 30 radio announcers. Men, 25 years of age and older, who may be headed for service in the near or immediate future, particularly, may wish to investigate these openings, it was pointed out by a committee member. It is assumed from this that no difficulties would be encountered by draft boards.

Those interested in the engineering jobs should communicate with: J. O. Weldon, Chief, Bureau of Communication Facilities, Office of War Information, Room 3043, Social Security Bldg., Washington, D. C.

Applications from announcers will be received by: Ralph Stillman, Outpost Personnel Officer, Office of War Information, 224 W. 57th Street, New York City.



## BROWN AND RANKIN FILE BILLS AFFECTING RADIO

On the floor of the House of Representatives, February 18, 1944, Mr. Brown of Ohio called the attention of the House to his H. Res. 431, stating in part as follows:

"This resolution does not propose or contemplate the censoring of the news and like material furnished to our armed forces. Neither is it partisan in nature or intent. Instead, it calls only for a continuing congressional study of news and like material furnished to our men and women in the armed forces, and a report to the House of Representatives as to any findings the committee may make, or recommendations the members may have, in connection therewith.

\* \* \* \* \*

We will soon have five million or more of our young Americans overseas. It is hoped and expected that practically all of them will have the opportunity to participate in the November election. To participate intelligently, they must be properly informed as to the candidates and the issues upon which they will be called to vote.

\* \* \* \* \*

Mr. Chairman, I want to say frankly that I have been gravely disturbed by the propaganda which these young people have been getting. There seems to have been a deliberate effort to picture the home front, the parents and sweethearts here at home, in the worst possible light to them. There seems to have been a deliberate attempt to play one front against the other. It is not only subversive to our future welfare, it is subversive to the present morale of these gallant young people.

\* \* \* \* \*

"Therefore, Mr. Chairman, I shall press for an early hearing before the Rules Committee for my resolution and for prompt consideration of its passage. I invite my colleagues to join with me in this endeavor."

\* \* \* \* \*

Following is the Resolution:

### RESOLUTION

*Resolved*, That there is hereby created a select committee to be composed of six Members of the House, three from the majority and three from the minority, to be appointed by the Speaker, one of whom he shall designate as chairman. Any vacancy occurring in the membership of the committee shall be filled in the same manner in which the original appointment was made.

SEC. 2. The committee is authorized and directed to conduct a study and investigation of all news releases, published material, motion pictures, and radio broadcast material pertaining to any Member of Congress, any public official other than an officer of the armed forces, any candidate for public office, or any public issue disseminated to Army, Navy, Marine Corps, Coast Guard, and Maritime Service personnel in the United States or outside its limits by or through the Army, Navy, Office of War Information, or any other Government agency.

SEC. 3. The Secretary of War, the Secretary of the Navy, the Director of the Office of War Information, and the head officer of other Government agencies shall cause to be deposited with the committee within twenty-four hours after their issuance authenticated copies of all news releases, published material, motion pictures, and radio broadcast material pertaining to any Member of Congress, any public official other than an officer of the armed forces, any candidate for public office, or any public issue disseminated to Army, Navy, Marine Corps, Coast Guard, and Maritime Service personnel both inside the United States and outside its limits.

SEC. 4. The committee shall report to the House (or to the Clerk of the House if the House is not in session) as soon as practicable and from time to time during the present Congress the results of its investigations, together with such recommendations as it deems desirable.

SEC. 5. For the purposes of this resolution the committee is authorized to sit and act during the present Congress at such times and places, whether or not the House is in session, has recessed, or has adjourned, to hold such hearings, to require the attendance of such witnesses and production of such books, papers, and documents, to administer

such oaths and to take such testimony, as it deems necessary. Subpenas may be issued under the signature of the chairman of the committee or any member designated by him, and may be served by any person designated by such chairman or member.

On February 8, 1944, Mr. Rankin (D), Mississippi, submitted H. R. 4151:

### A BILL

To prohibit reimbursement or indemnification of another for damages or other loss resulting from slanderous or libelous utterances or publications uttered over the radio or sent through the United States mails.

*Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled*, That any person who reimburses or indemnifies, or who agrees or contracts to reimburse or indemnify, any other person for any damages or other loss directly or indirectly resulting from the utterance or publication by such other person of a slander or libel uttered over the radio or sent through the United States mails, or published in moving pictures shipped in interstate commerce, shall be guilty of a felony and upon conviction thereof shall be punished by imprisonment for not more than five years or by a fine of not more than \$10,000, or both, and any such contract or agreement for any such reimbursement or indemnification shall be null and void. As used in this Act the term "person" includes an individual, firm, copartnership, company, corporation, unincorporated association, joint-stock association, or any organized group of persons; and includes a trustee, receiver, assignee, or personal representative thereof.

### INFANTILE PARALYSIS RADIO CAMPAIGN

A letter from Elaine Whitelaw, Director of the National Women's Division of the National Foundation for Infantile Paralysis to Dorothy Lewis, NAB Coordinator of Listener Activity, referring to the activity of the members of the Association of Women Directors states:

"Reports from our State Chairmen indicate that the results of your appeal to the women broadcasters were excellent. . . . All of us at the National Foundation want you to know how much we appreciate your cooperation, and we hope that we will have the opportunity to work together soon again."

### MOORE IS NEW WBNX MANAGER

New general manager of WBNX, New York City, is William I. Moore. He will also hold the post of Secretary of the company. Announcement of Mr. Moore's promotion was made by William C. Alcorn, former general manager, who continues as Vice President of WBNX Broadcasting Company in which capacity he will be available as consultant.

Mr. Moore joined the station in 1933, coming directly from Triplex Safety Glass Company, New York.

### OPERATOR IS WIFE OF CHIEF ENGINEER

Doris Jones, wife of Jack V. Jones, chief engineer, WCBI, Columbus, Miss., has passed the examinations for a restricted permit and is now part time transmitter operator.

### POPULATION SHIFTS

The Bureau of the Census, United States Department of Commerce, released, February 15, 1944, estimates of civilian population in the United States at November 1, 1943. It will be recalled that such figures were published in the Radio Market Data Handbook as of March 1, 1943.

The following figures show that civilian population has decreased some four million persons since the Census date April 1, 1940. The shifts of population are presented in the following table by regions of the country and by states.

Additional data is available at NAB Headquarters for each of the 140 metropolitan districts and for each county of each state.

ESTIMATED CIVILIAN POPULATION OF CONTINENTAL UNITED STATES, BY REGIONS, DIVISIONS,  
AND STATES: NOVEMBER 1, 1943

REGION, DIVISION, AND STATE	ESTIMATED CIVILIAN POPULATION		ESTIMATED CHANGE, APRIL 1, 1940, TO NOVEMBER 1, 1943		TOTAL POPULATION, APRIL 1, 1940
	Nov. 1, 1943	April 1, 1940	Number	Percent	
United States.....	127,307,884	131,329,104	-4,021,220	-3.1	131,669,275
<b>REGIONS:</b>					
The Northeastern States.....	33,884,320	35,914,411	-2,030,091	-5.7	35,976,777
The North Central States.....	38,361,463	40,100,928	-1,739,465	-4.3	40,143,332
The South.....	40,082,776	41,504,962	-1,422,186	-3.4	41,665,901
The West.....	14,979,325	13,808,803	+1,170,522	+8.5	13,853,265
<b>THE NORTHEASTERN STATES:</b>					
New England.....	8,087,809	8,420,736	-332,927	-4.0	8,437,290
Middle Atlantic.....	25,796,511	27,493,675	-1,697,164	-6.2	27,539,487
<b>THE NORTH CENTRAL STATES:</b>					
East North Central.....	26,098,118	26,598,536	-500,418	-1.9	26,626,342
West North Central.....	12,263,345	13,502,392	-1,239,047	-9.2	13,516,990
<b>THE SOUTH:</b>					
South Atlantic.....	17,701,066	17,723,301	-22,235	-0.1	17,823,151
East South Central.....	10,081,940	10,763,258	-681,318	-6.3	10,778,225
West South Central.....	12,229,770	13,018,403	-718,633	-5.5	13,064,525
<b>THE WEST:</b>					
Mountain.....	4,019,718	4,133,311	-113,593	-2.7	4,150,003
Pacific.....	10,959,607	9,675,492	+1,284,115	+13.3	9,733,262
<b>NEW ENGLAND:</b>					
Maine.....	782,312	843,924	-61,612	-7.3	847,226
New Hampshire.....	453,333	491,375	-38,042	-7.7	491,524
Vermont.....	316,074	357,277	-41,203	-11.5	359,231
Massachusetts.....	4,093,072	4,311,918	-218,846	-5.1	4,316,721
Rhode Island.....	694,616	708,836	-14,220	-2.0	713,346
Connecticut.....	1,748,402	1,707,406	+40,996	+2.4	1,709,242
<b>MIDDLE ATLANTIC:</b>					
New York.....	12,442,784	13,444,022	-1,001,238	-7.4	13,479,142
New Jersey.....	4,080,485	4,153,956	-73,471	-1.8	4,160,165
Pennsylvania.....	9,273,242	9,895,697	-622,455	-6.3	9,900,180
<b>EAST NORTH CENTRAL:</b>					
Ohio.....	6,828,352	6,904,423	-76,071	-1.1	6,907,612
Indiana.....	3,383,312	3,424,319	-41,007	-1.2	3,427,796
Illinois.....	7,563,770	7,882,054	-318,284	-4.0	7,897,241
Michigan.....	5,377,329	5,250,636	+126,693	+2.4	5,250,106
Wisconsin.....	2,945,355	3,137,104	-191,749	-6.1	3,137,587
<b>WEST NORTH CENTRAL:</b>					
Minnesota.....	2,525,558	2,788,956	-263,398	-9.4	2,792,300
Iowa.....	2,276,876	2,537,008	-260,132	-10.3	2,538,268
Missouri.....	3,524,790	3,783,666	-258,876	-6.8	3,784,664
North Dakota.....	536,510	641,692	-105,182	-16.4	641,935
South Dakota.....	544,866	642,682	-97,816	-15.2	642,961
Nebraska.....	1,176,023	1,313,438	-137,415	-10.5	1,315,834
Kansas.....	1,678,722	1,794,950	-116,228	-6.5	1,801,028
<b>SOUTH ATLANTIC</b>					
Delaware.....	273,614	265,343	+8,271	+3.1	266,505
Maryland.....	1,982,947	1,806,485	+176,462	+9.8	1,821,244
District of Columbia.....	816,982	658,018	+158,964	+24.2	663,091
Virginia.....	2,769,828	2,642,729	+127,099	+4.8	2,677,773
West Virginia.....	1,732,355	1,901,723	-169,368	-8.9	1,901,974
North Carolina.....	3,346,987	3,562,592	-215,605	-6.1	3,571,623
South Carolina.....	1,789,662	1,892,742	-103,080	-5.4	1,899,804
Georgia.....	2,976,645	3,102,584	-125,939	-4.1	3,123,723
Florida.....	2,012,046	1,891,085	+120,961	+6.4	1,897,414
<b>EAST SOUTH CENTRAL:</b>					
Kentucky.....	2,549,108	2,835,841	-286,733	-10.1	2,845,627
Tennessee.....	2,818,226	2,915,742	-97,516	-3.3	2,915,841
Alabama.....	2,718,273	2,828,166	-109,893	-3.9	2,832,961
Mississippi.....	1,996,333	2,183,509	-187,176	-8.6	2,183,796
<b>WEST SOUTH CENTRAL:</b>					
Arkansas.....	1,735,564	1,948,250	-212,686	-10.9	1,949,387
Louisiana.....	2,316,681	2,358,769	-42,088	-1.8	2,363,880
Oklahoma.....	1,987,941	2,329,522	-341,581	-14.7	2,336,434
Texas.....	6,259,584	6,381,862	-122,278	-1.9	6,414,824
<b>MOUNTAIN:</b>					
Montana.....	470,033	558,270	-88,237	-15.8	559,456
Idaho.....	473,166	524,809	-51,643	-9.8	524,873
Wyoming.....	235,739	244,745	-9,006	-3.7	250,742
Colorado.....	1,067,095	1,119,274	-52,179	-4.7	1,123,296
New Mexico.....	490,119	530,662	-40,543	-7.6	531,818
Arizona.....	569,357	497,068	+72,289	+14.5	499,261
Utah.....	583,572	549,722	+33,850	+6.2	550,310
Nevada.....	130,637	108,761	+21,876	+20.1	110,247
<b>PACIFIC:</b>					
Washington.....	1,905,239	1,719,143	+186,096	+10.8	1,736,191
Oregon.....	1,172,674	1,088,284	+84,390	+7.8	1,089,684
California.....	7,881,694	6,868,065	+1,013,629	+14.8	6,907,387

## FEDERAL COMMUNICATIONS COMMISSION DOCKET

### HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, February 28. They are subject to change.

**Wednesday, March 1**

Oral Argument Before the Commission

ORDER No. 118.

Proposing to amend Sec. 1.5 of the Rules of Practice and Procedure relating to inspection of records.

**Wednesday, March 1**

KVAN—Vancouver Radio Corporation, Vancouver, Washington.—C. P. 930 kc., 250 watts night, 500 watts day; unlimited.

## FEDERAL COMMUNICATIONS COMMISSION ACTION

### APPLICATIONS GRANTED

Karl L. Ashbacker & Grant F. Ashbacker, d/b as Ludington Broadcasting Co., Ludington, Mich.—Granted construction permit for new 250 watt station to operate on 1450 kc., unlimited time, conditioned upon procedure provided in Public Notice of January 26 (B2-P-3406).

KTBI—Tacoma Broadcasters, Inc., Tacoma, Wash.—Designated for hearing application for construction permit (B5-P-3560) to permit change in frequency from 1490 to 1220 kc.

### MISCELLANEOUS

KVAN—Vancouver Radio Corp., Vancouver, Wash.—Granted motion for continuance of hearing on application for construction permit, from March 1 to March 31, 1944.

WJW—WJW, Inc., Akron, Ohio.—Granted motion for continuance of hearing on application for construction permit, from March 1 to March 31, 1944.

WJW—The Akron Broadcasting Co. (Assignor), The WJW Company (Assignee), Akron, Ohio.—Granted petition to dismiss without prejudice application (B2-ML-1167) for modification of license, and application for consent to voluntary assignment of construction permit heretofore granted WJW, Inc. (B2-AP-36).

### APPLICATIONS FILED AT FCC

#### 1010 Kilocycles

KWBU—Baylor University and Carr P. Collins, Corpus Christi, Texas.—License to cover construction permit (B3-P-3524) which authorized construction of a new standard broadcast station to be operated on 1010 kc., 50 KW power, daytime to sunset at Little Rock, Ark.

KWBU—Baylor University and Carr P. Collins, Corpus Christi, Texas.—Authority to determine operating power by direct measurement of antenna power.

#### 1090 Kilocycles

KEVR—Evergreen Broadcasting Corp., Seattle, Wash.—Special Service Authorization to permit broadcasting as a public service and without charge, of information to longshoremen 3:15 p. m. and 6:45 p. m. daily in accordance with request of Pacific Coast Maritime Industry Board for the period ending 4-1-44.

KEVR—Evergreen Broadcasting Corp., Seattle, Wash.—Extension of special service authorization (above) for the period 4-1-44 to 5-1-45 or duration of the war, whichever is earlier.

#### 1240 Kilocycles

WSAP—Portsmouth Radio Corp., Portsmouth, Va.—Construction permit to change frequency from 1490 kc. to 1240 kc.

#### 1270 Kilocycles

WSPR—WSPR, Inc., Springfield, Mass.—Construction permit to increase power from 500 watts to 1 KW, employing directional antenna day and night and make changes in transmitting equipment. Amended: to change requested power to 500 watts night and 1 KW daytime.

#### 1340 Kilocycles

NEW—Gene L. Cagle, Fort Worth, Texas.—Construction permit for a new standard broadcast station to be operated on 1340 kc., with power of 250 watts and unlimited hours of operation (Facilities of KAND).

#### 1580 Kilocycles

NEW—Harold H. Thoms, Durham, N. Car.—Construction permit for a new standard broadcast station to be operated on 1580 kc., 1 KW power, and unlimited hours of operation.

#### 1590 Kilocycles

WALB—The Herald Publishing Co., Albany, Ga.—Authority to determine operating power by direct measurement of antenna power.

### FM APPLICATIONS

NEW—Commodore Broadcasting, Inc., Springfield, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46,900 kc., with coverage of 8,050 square miles.

NEW—Commodore Broadcasting, Inc., Decatur, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46,500 kc., with coverage of 15,708 square miles.

NEW—Maryland Broadcasting Co., Baltimore, Maryland.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48,900 kc., with coverage of 2,904 square miles.

WTAG—Worcester Telegram Publishing Co., Inc., Worcester, Mass.—License to cover construction permit (B1-PH-29) which authorized construction of a new high frequency (FM) broadcast station.

NEW—Susquehanna Broadcasting Co., York, Penna.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44,500 kc., with a coverage of 3,060 square miles.

### TELEVISION APPLICATION

NEW—Albuquerque Broadcasting Co., Area of Albuquerque, N. Mex.—Construction permit for a new experimental relay television broadcast station to be operated on 282000-294000 kc., with power of 25 watts and A5 emission.

### MISCELLANEOUS APPLICATIONS

NEW—The Trustees of Indiana University, Bloomington, Ind.—Construction permit for a new noncommercial educational broadcast station to be operated on 42,900 kc., with power of 10 KW and special emission.

W9XMB—Moody Bible Institute of Chicago, Chicago, Ill.—License to cover construction permit (B4-PST-4 as modified) which authorized construction of a new ST broadcast station.

## FEDERAL TRADE COMMISSION DOCKET

### COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firm. The respondent will be given an op-

portunity to show cause why a cease and desist order should not be issued against it.

**San Xavier Fish Packing Co., et al.** A complaint alleging violation of the brokerage section of the Robinson-Patman Act has been issued against San Xavier Fish Packing Co., Monterey, Calif., Pacific Marine Products Co., Astoria, Oreg., and James J. Funsten, 260 California St., San Francisco, who trades as Funsten Co., and is the exclusive sales agent for the sea food products packed and canned by the other two respondents. Funsten and his wife allegedly own the controlling stock in, and exercise financial control over, the two respondent packers. (5131)

#### CEASE AND DESIST ORDERS

The Commission issued no cease and desist order last week.

#### STIPULATIONS

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

**Bond Pharmacy Co.,** Little Rock, Ark., has entered into a stipulation whereby it agrees to cease and desist from representing

that the medicinal preparation it sells under the name "Bondease" will stop ringworm, end athlete's foot, or relieve swollen feet, or that it will relieve itching or burning skin or tired or sore feet unless limited to such conditions when due to fungus infection. (O3191)

**Hennafoam Shampoo Co.,** 735 Broadway, New York, stipulated that it will cease and desist from representing that the preparation it sells under the name "Hennafoam Shampoo" has been tested, or tested and approved by Good Housekeeping Magazine or by any organization owned or controlled by it, unless the shampoo has been tested by the magazine or an agency thereof in such manner as to give reasonable assurance of its quality, nature and properties in relation to its intended usage and to the fulfilment of the claims made for the preparation (3814)

**Lamb Nurseries,** East 101 Sharp Ave., Spokane, Wash., entered into a stipulation to cease and desist from guaranteeing that the nursery stock he sells will reach purchasers in live, growing condition or will be "true to name," unless he satisfactorily complies with the guarantee by promptly adjusting complaints, and from the use of any guarantee unless strict and complete performance be made therewith. (3818)



1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 12, No. 9, March 3, 1944

As this week's REPORTS go to press, the NAB 2nd District is in session in New York City. The full story of the meeting will be carried in NAB REPORTS of March 10.

### FETZER REPLACES RYAN AT CENSORSHIP

John E. Fetzer, owner and general manager of WKZO, Kalamazoo, Michigan, long time a prominent figure in the radio industry, succeeds J. Harold Ryan as Assistant Director of Censorship in charge of the Broadcasting Division. This announcement was made early this week by Byron Price, Director of Censorship.

Mr. Ryan, recently elected President of NAB, will leave the Office of Censorship on April 15 to assume his new duties and Mr. Fetzer will take over at Censorship.

Mr. Fetzer has served since 1938 as a member of the NAB Board of Directors and recently was re-elected for another two-year term. A native Indianan, Mr. Fetzer is a graduate of Purdue University and studied at the National Radio Institute, Emmanuel College, the University of Michigan and the University of Wisconsin. He holds degrees in liberal arts and engineering and has been actively engaged since 1918 in research in radio engineering and construction work, as well as in the management of WKZO.

In commenting upon the change at Censorship, Mr. Byron Price said: "The outstanding service rendered to this war agency by Mr. Ryan is well known throughout the broadcasting industry. He came to us in the first difficult days just after Pearl Harbor, organized the Broadcasting Division, and has given unsparingly ever since of his time and rare ability. Great credit is due him for this patriotic effort to make voluntary censorship of radio a success.

"I have accepted Mr. Ryan's resignation with great regret. It is fortunate that Censorship has been able to command the services of so able and experienced a successor as Mr. Fetzer."

### HOYT B. WOOTEN RETURNED IN SIXTH DISTRICT ELECTION CONTEST

(Released by NAB News Bureau)

A contest between Hoyt B. Wooten, WREC, and Wiley P. Harris, WJDX, resulted in the re-election of Wooten as Director of NAB District Six at Memphis February 25. Upon motion of Harris, broadcasters rose to make the vote unanimous for Wooten.

Harris, drafted by his supporters and nominated from the floor on a platform calling for the rotation of the directorship among the states of the District, is at present District Public Relations Chairman. He will continue in that capacity, qualified by two terms in the Mississippi

state legislature, membership in the state bar association, state honors for boys work and civic leadership in Jackson.

C. E. Arney, NAB Secretary-Treasurer and temporary Managing Director, opened the two day session on February 24 with a discussion of new legislation, labor, selective service, war activities, post-war problems, NAB membership and committees, music, ASCAP and Petrillo, assisted in the latter three subjects by Carl Haverlin, BMI, and Frank Chizzini, NBC Thesaurus.

Broadcasters then mulled local operating problems, principally A. F. of M. matters. Hillbilly musicians, popular in the southern area, are a considerable factor in negotiating union contracts.

Following lunch, Hoyt Wooten again turned the meeting over to Arney for the introduction of representative of war and government agencies and associate members of NAB and their remarks. Leonard Callahan, Vice-President of SESAC, discussed copyrights.

Wiley P. Harris, WJDX, introduced Willard D. Egolf, NAB Assistant to the President, for a report on public relations activities and led a discussion of the proposed book on public relations for the industry.

The first day closed with showings of "On the Air," Westinghouse sound-film history of radio, and the two General Electric films, "The Story of FM," and "Sight-seeing at Home," television picture.

Friday's meeting opened with Cecil K. Beaver, KARK, district Sales Managers' Chairman, presiding. Beaver introduced Lewis H. Avery, NAB Director of Broadcast Advertising, who reported on the plans of the Sales Managers' Executive Committee. These include a proposed presentation to the motion picture and building industries and a meeting with the Proprietary Association. Success of the Retail Promotion Committee Plan was outlined, particularly with regard to the reaction within the retail trade, characterized by a forthcoming retail clinic in which radio advertising will receive full attention. A proposed continuing annual discount provision for standard contracts was read and discussed, together with recommendations deploring acceptance of contracts containing unfavorable and constrictive terms. George A. Kercher, St. Louis manager of Edward Petry and Company, discussed advertiser and agency matters, with a view toward post-war business.

John Hymes, OWI, Washington, D. C., gave the OWI national viewpoint on war programming and introduced regional directors in attendance.

Resolutions were adopted thanking Neville Miller for his service to the industry as President and pledging allegiance to J. Harold Ryan, newly elected head of NAB. NBC Thesaurus, Columbia Recording Company and RCA Recording Company were commended for their stand against Petrillo and the War Labor Board was asked for a decision rejecting Petrillo's demands. The NAB Legislative Committee was given a vote of confidence in its efforts to obtain new radio legislation. FCC was urged to investigate the possibility of eliminating the 1 DB cutback, with authority to return to full efficiency. The Cannon-Mills Bill was condemned in its entirety. Cowcatcher and hitch-hike an-

(Continued on page 70)



THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W.

WASHINGTON

Phone NAational 2080

Neville Miller, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

## HOYT B. WOOTEN RETURNED IN SIXTH DISTRICT ELECTION CONTEST

(Continued from page 69)

nouncements were deplored and those working for their elimination were thanked. Greater and more intelligent use of BMI material was urged and a vote of appreciation was extended to Carl Haverlin, BMI, for his service to the industry in music matters. Stations WHBQ, WMC, WMPS and WREC and Director Hoyt Wooten were thanked in their capacity as hosts for the meeting, which featured a dinner on Thursday as well as luncheons for the two day session.

Full registration was as follows:

Bill Slates, KFPW; Millard Magruder, KFPW; Sam W. Anderson, KFFA; J. Q. Floyd, KFFA; Kenneth Kellam, KTHS; William E. Ware, KWFC; W. H. Cate, KBTM; Ed Zimmerman, KARK; C. K. Beaver, KARK; S. C. Vinsonhale, KLRA; Jack Parrish, KOTN; Frank O. Kyers, KCMC; Harold Wheelahan, WSMB; W. H. Summerville, WWL; T. B. Lanford, KRMD; John C. McCormick, KTHS-KTBS-KWKH; B. G. Robertson, KTBS-KWKH; Fred Ohl, KTBS-KWKH; Wilton Cobb, WMAZ; Hugh O. Jones, WGCM; Wiley P. Harris, WJDX; Mrs. Frank Cashman, WQBC; Bob McRaney, WCBI; Emmett McMurray, WJPR; Gene Tibbett, WELO; P. K. Ewing, Jr., WMIS; Hugh M. Smith, WAML; Dave A. Matison, WAML; C. J. Wright, WFOR; L. M. Sepaugh, WSLI; Robin Weaver, WROX.

Carter Parham, WDOD; Earl W. Winger, WDOD; Bob Atherton, Cliff Goodman and H. W. Slavick, WMC; Ottis Devine, Harry Stone, Dean Upson and Louise Farmer, WSM; Gertrude McClanahan, WSM; H. R. Krelstein, WMPS; Frances Chamberlain, WMPS; Jack Draughon, WSIX; E. A. Alburty, WHBQ; Hollis R. Wooten, Hoyt B. Wooten, and Roy Wooten, WREC; F. D. Binns and F. C. Sowell, WLAC; W. E. Williams, WJZM; Bob Stevens, WHBQ; Eugene Pournell, WHBQ; John T. Orr, WHBQ; J. Lindsay Nunn, WBIR.

W. F. Dananbarger, United Press; Willett Kempton, OWI; Bill Schudt, CBS; Carl Haverlin, BMI; Charles Godwin, MBS; W. Ward Dorrell, C. E. Hooper, Inc.; Leonard D. Callahan, SESAC; Wade Barnes, NBC Thesaurus; C. E. Arney, Jr., Lewis H. Avery and Willard D. Egolf, NAB; John Hymes, OWI; Major R. P. Forster, British Army Staff; K. A. Jadassohn, U. S. Treasury Department; Alex Sherwood, Standard Radio; Frank E. Chizzini, NBC; A. W. Kaney, NBC; George A. Kercher, Edward Petry & Co.; Herbert Denny, Standard Radio; A. Stine, Press Association; and Pat Walsh, United Press.

## LEGISLATIVE COMMITTEE MEETS WITH CHAIRMAN WHEELER

During the course of a two-day NAB Legislative Committee meeting, conferences were held between the full NAB Committee and Senator Wheeler, Chairman of the Interstate Commerce Committee, to go over the legislative situation. J. Harold Ryan, President-elect of NAB, attended the meetings. He appointed J. Leonard Reinsch an additional member. Don Elias was unanimously named

Acting Chairman. The entire membership was present, with one exception. Those attending were: Don S. Elias, WWNC; Nathan Lord, WAVE; Clair McCollough, WGAL; Joseph H. Ream, CBS; J. Leonard Reinsch, WSB; Frank M. Russell, NBC; G. Richard Shafto, WIS; James W. Woodruff, Jr., WRBL; and Ed Yocum, KGHL. Also present from NAB headquarters were C. E. Arney, Jr., Robert T. Bartley and Karl A. Smith. James D. Shouse, WLW, was unavoidably absent.

## WMC CONTINUES BROADCASTING IN ESSENTIAL CATEGORY

The War Manpower Commission has issued a revised list of essential activities which includes all changes to and including January 15, 1944. The first complete list was released in December, 1942 (NAB Selective Service Handbook Supplement No. 7).

Listed as essential activities are radio broadcasting, the manufacture of replacement items and the servicing of home receivers. The list is used as a general guide by the United States Employment Service and the Selective Service System. No changes in the List of Critical Occupations were announced.

## STATION WAVE "FUNATHON" SELLS \$208,000 IN BONDS FEBRUARY 8

Louisville Mayor Sings "Pistol Packin' Mama"—  
Defeated Candidate Accompanies

An all day "Funathon" with a "Hellzapoppin" flavor netted station WAVE \$208,000 in War Bond sales February 8.

Typical of the day and a highlight of the promotion, Mayor Wilson W. Wyatt sang "Let Me Call You Sweetheart" and "Pistol Packin' Mama" while defeated Republican candidate James G. Stewart accompanied on his guitar. Stewart then hypnotized an announcer, Bert Blackwell, and had him sing. Later Stewart took the part of Juliet in a scene with Paul Jenkins, highschool athletic director, who played Romeo. Where there was hair, it was down, all day long on WAVE, as local celebrities and the city great poured their talents into the microphones.

Second Baseman Billy Herman of the Brooklyn Dodgers, pitcher Max Macon of the Boston Braves and a studio full of stars and coaches assembled by Don Hill, WAVE Sports caster, went through their paces, ending up with a dramatization, in costume, of "Little Red Riding Hood" which sent the drama critics to the showers.

The voice of Donald Duck, Clarence Nash, read off the names of telephone purchasers and tap dancer Bill Robinson applauded in the style that made him famous.

The 19 hour bond selling spree ended with every member of the staff exhausted and every trick pulled out of the bag that had ever been seen or heard at a "Friday night get-up." Old time, stodgy selling methods discarded, "insane corn" demonstrated its superiority in a day-long festival climaxed by a three hour show beginning at 10 PM, the last bond being sold at 1 AM.

(Send your station's story to NAB.)

## WRVA ANNOUNCEMENTS RECOVER SAILOR'S BAG

Sailor Leonard M. Stratton, enroute to Minneapolis, left his bag in a car in which he had caught a ride as far as Richmond.

Police and WRVA gave sympathetic assistance. Three announcements describing the car, its driver, and his two dogs, went on the air before midnight.

At 12:30 AM the driver appeared at the station with the bag and the sailor went happily on his way.

## ARMED FORCES RADIO SERVICE THANKS NAB FOR PERSONNEL INFORMATION

Following is an excerpt from a letter received by Willard D. Egolf, NAB Assistant to the President, from the Armed Forces Radio Service:

"We wish to take this opportunity to thank you very much for the cards you are continuously sending us, giving us pertinent information regarding men in the service with radio experience. We appreciate greatly your very close cooperation. . . ."

This service was instituted in April of 1943 by NAB in an effort to provide the War Department with information about radio personnel (exclusive of technicians) now in the armed forces. The industry was surveyed at that time and NAB received hundreds of replies which were catalogued and furnished to the Armed Forces Radio Service.

If you have radio personnel now in the service for whom you have not filed information with NAB regarding background and experience in branches of broadcasting other than technical, please send it in, together with the address of the man or woman in the service, as carried in your records.

### SPECIAL 4th WAR LOAN PROMOTIONS

#### WFCI, Pawtucket, R. I.

WFCI Bond Wagon, an appropriately decorated automobile that roamed entire area, made door-to-door bond sales to those who could not visit studio. In large studio was a 100 picture display, "Graflex Views the War." Thousands saw these pictures and bought war bonds. Ten spots per day used to promote display and build sales.

#### WMMN, Fairmont, W. Va.

Remote broadcast from Fairmont theatre—premiere showing of "The Gang's All Here." Two specially written and produced programs broadcast from station's studios. Guest speakers presented on 5 locally sponsored programs and on sustaining time.

#### WCED, DuBois, Pa.

Six "Bonderees" conducted in station area; over \$300,000 worth of bonds sold. Programs conducted in theatre with Virginia Wade, WCED's special events announcer, doing entire selling job.

#### WWSW, Pittsburgh

Station and Pittsburgh Post Gazette held two bond rallies, both broadcast from Syria Mosque. Three hours 30 minutes total radio time consumed in these two promotions which netted over \$800,000 in war bond sales. On Feb. 15 station broadcast local bond rally with Bill Robinson appearing on program titled "Footlights & Stardust." Also participated in statewide program, "Pennsylvania Backs Attack."

#### WNOX, Knoxville, Tenn.

Station broadcast special 30-minute program from Rohm & Haas war plant; one 30-minute remote and one hour-and-a-quarter remote from Clinton Engineer Works war plant, near Knoxville; remotes from L. & N. R.R. shops, yards, etc.; broadcast from War Aluminum Exhibit, Aluminum Co. plant, Alcoa, Tenn. Twenty civic leaders broadcast 5-minute talks. Station sponsored two-week exhibit of "Graflex Sees the War."

# READY FOR WORK

## 12 WOMEN STUDIO OPERATORS

## CAPABLE-DEPENDABLE

Screened from

# 1,000 APPLICANTS

These women have just completed the NAB studio training program conducted by RCA Institutes in New York studios of Blue, CBS, MBS and NBC.

All are capable, dependable, mature women, carefully screened from over 1,000 applicants. Each is prepared to leave her present position for a worthwhile job in her chosen field—broadcasting.

Those interested in these

## 12 Permanent Solutions to Your Draft Problems

Write, Wire, Telephone NAB. Please supply complete information covering salary, working conditions and availability of living facilities.

#### WEIM, Fitchburg, Mass.

Talent from various industrial organizations put on amateur "Bond Selling Contest." Voting done by listeners; each vote cost a \$25.00 war bond. Sold \$6,000 in bonds.

#### WKZO, Kalamazoo, Mich.

On Feb. 1, WKZO installed extra telephone lines to handle pledges for bonds. Result was \$111,000 sales.

#### WCOS, Columbia, S. C.

Devoted entire broadcasting day Tuesday, Feb. 8, to sale of war bonds. Approximately \$15,000 worth of bonds were sold and delivered.

#### WHYN, Holyoke, Mass.

Remote pickup of 30-minute broadcast of "Book Author Rally" held in Northampton, Jan. 25. Nearly one-half million dollars in bond sales realized. Ambulance plane, "The Northampton," purchased. Mark Van Doren, Esther Forbes and Mary Ellen Chase were among speakers. Rally promoted by daily 5-minute talks on "Northampton Merry-Go-Round" during week preceding rally.

#### WWDC, Washington, D. C.

Monday through Saturday, for 26 days, 6:15-6:30 p. m., produced bond drive show from Walter Reed Hospital, with wounded soldiers competing for highest sales record via telephone pledges. \$500 war bond awarded winner by WWDC on final night with Mrs. Franklin D. Roosevelt making award. Citation given winner by Treasury Department.

#### WFOY, St. Augustine, Fla.

"By Their Public and Patriotic Deeds, Ye Shall Know Them" is name of four page promotion piece, issued by WFOY at close of 4th War Loan.

Twenty business houses sponsored one or more 15-minute shows; 5 presented 30-minute shows; 8 presented from one to five, 5-minute shows; 9 others cooperated in presentation of a 60-minute weekly program, "St. Augustine Treasury Bond Wagon." Sixteen cooperated in a 30-minute, Monday through Friday program, entitled, "Heavy Cruiser U.S.S. St. Augustine." Superior Dairies presented two 15-minute shows, a 30-minute show, and, at the climax of the 4th War Loan Campaign, bought time and facilities for a continuous two-hour-forty-five-minute broadcast, "Farmer's Day War Bond Auction and Parade." This event alone sold \$257,300 in bonds and put St. Johns County over quota by more than \$100,000.

#### WBOW, Terre Haute, Ind.

Station began bond sales promotion Jan. 4 with display of 100 war pictures in Mayflower Room, Terre Haute House, and, as result, sold \$76,075 worth of war bonds. Program opened and closed with music by Wiley High School Band. A drawing determined award of the most popular picture on display to one of bond purchasers. Six sound film war movies shown throughout the day and evening until 11 p.m. "War Department Report" shown war workers at 8:30 p.m. Ten days previous station promoted bonds on the "Dr. I. Q." broadcast from Indiana State Teachers' College auditorium. On Jan. 15, 17, 18 and 19 station cooperated with department store in war bond drive window displays of "Tribute to the Unconquerables", by carrying a remote daily program.

On Feb. 15, members of the "Happy Hour Program", from the Great Lakes Naval Training Station, broadcast an entertainment program over WBOW. Navy officer Bob Elson, formerly of WGN, "Happy Hour" MC, was later interviewed in a 15-minute program by Manager Jackson.

#### WGAA, Cedartown, Ga.

Used 505 spots on commercial programs and sustaining. Numerous ETs and several 15-minute live shows.

#### WIGM, Medford, Wis.

Ten 15-minute live shows reported county bond sales and effectively kept all bond salesmen on their toes throughout campaign.

#### WPAR, Parkersburg, W. Va.

As a final war bond promotion, station launched special campaign at 10:30 p.m. Feb. 15. By 1 a.m. had sold over \$15,000 worth of war bonds at auction. Regional chairman Fayette Smoot said, over the air, that WPAR was responsible for putting Wood County over the top. Carl Loose, station program director, and a staff announcer did the selling job.

#### WOSH, Oshkosh, Wis.

Promoted live show, "It's the McCoy," from local theatre with admission by bond purchase. Broadcast another half-hour from amusement place selling war bonds and giving free movie as bonus. Promoted Graflex Exhibit. Sold bonds on a daily woman's program.

#### WCFL, Chicago

Eight special broadcasts from Commonwealth Edison Company building, with best local Chicago talent including orchestras. Length of broadcasts, 25 minutes each.

#### WAYS, Charlotte, N. C.

Two weeks picture exhibit, "Graflex Sees the War", seen by thousands. Carried two remote shows from scene of exhibit, promoting exhibit and bond sales. Exhibit well received and contributed materially to success of drive.

#### WSFA, Montgomery, Ala.

Held Gunter Field Bond Day with special programs all day on opening day of drive. Gunter Field Bond Wagon

was under direction of wife of commandant of field. Special planes flew over city dropping leaflets calling attention to special programs; \$200,000 worth of bonds sold in one day. Also cooperated with local boy scouts on boy scout bond day over NBC.

#### KYSM, Mankato, Minn.

Arranged for Victory Mothers to appear during first two days of war bond drive in February. Twenty blue/gold star mothers delivered one-minute appeals. Final week of drive brought every boy scout troop in Mankato to studios. KYSM's first all-army show. Personnel of the air forces, held overnight between trains, wrote and produced their own show to stimulate the sale of bonds.

#### WAJR, Morgantown, W. Va.

Had "Graflex Sees the World" war picture display in studio. Open to public for four weeks. Proved very effective in stimulating sales.

#### WGRC, Louisville, Ky.

Used twenty-eight 5-minute "Moneyman" sustainers. Proved effective vehicle for war bond sales.

#### WWNC, Asheville, N. C.

Most of station's war bond promotion took place in January. On Jan. 18 WWNC held its own war bond day and in addition broadcast war bond rally from Asheville Auditorium.

#### WBRW, Welch, W. Va.

Gave away personally autographed 12 x 15 pictures of movie stars with every \$25 bond purchase. Purchasers of \$100 bonds drew tinted pictures.

#### WCMI, Ashland, Ky.

Displayed photos in window of Starr Furniture Co. and Gablers Department Store.

#### WSB, Atlanta

WSB helped support several war bond drives including that put on for "Truth or Consequences" show at Paramount theatre. This sold approximately \$1,250,000 in bonds. The Boy Scouts bond campaign, with which WSB cooperated, accounted for \$258,000 in bonds, while the cooperation with farmers sold approximately \$3,000,000 in bonds.

#### WGH, Newport News, Va.

Station held a very successful war bond auction broadcast.

#### WMBH, Joplin, Mo.

Awarded "Fox Hole" pillows with bond purchases. Showed display of Signal Corps equipment from Camp Crowder in connection with drive. Camp Crowder produced a 2-hour show with admission by war bond purchases.

#### WJEJ, Hagerstown, Md.

Organized War Bond promotion committee for area. Committee allocated equal sums to station and newspaper. Result, Hagerstown went 53% over quota. Names of all sponsors were deleted from copy, sponsors backing the campaign as an overall promotion.

## FEDERAL COMMUNICATIONS COMMISSION DOCKET

### HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, March 6. They are subject to change.



Tuesday, March 7

Consolidated Hearing

- WGPC—J. W. Woodruff and J. W. Woodruff, Jr., d/b as Albany Broadcasting Co., Albany, Ga.—C. P. to move transmitter and studio to West Point, Ga.; 1490 kc., 250 watts, unlimited.
- NEW—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, d/b as Valley Broadcasting Company, West Point, Ga.—C. P., 1490 kc., 250 watts, unlimited.

Wednesday, March 8

- WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—Renewal of license; 1320 kc., 100 watts, daytime.

## FEDERAL COMMUNICATIONS COMMISSION ACTION

### APPLICATIONS GRANTED

- WIAC—Enrique Abarca Sanfeliz (assignor), Radio Station WIAC, Inc. (assignee), San Juan, P. R.—Granted consent to voluntary assignment of license of Station WIAC, from Enrique Abarca Sanfeliz to Radio Station WIAC, Inc., a newly formed corporation (B-AL-392).
- KMPC—KMPC, The Station of the Stars, Inc., Beverly Hills, Calif.—Granted renewal of license for main and auxiliary transmitters, for period beginning February 1, 1944 (B1-R-18).
- KGEZ—Donald C. Treloar (assignor), A. W. Talbot (assignee), Kalispell, Mont.—Granted consent to voluntary assignment of license of Station KGEZ and the lease of all property used in the operation of the station, from Donald C. Treloar to A. W. Talbot, for an immediate sum of \$15,000 in consideration of the first three years of the lease; the lease to run for a period of 20 years at the rate of \$5,000 per year thereafter (B5-AL-391).
- KBSP—Benson Polytechnic School, R. T. Stephens, Agent, Portland, Oregon.—Granted modification of license to change hours of operation from sharing KXL, to 10:30 a. m. to 6:30 p. m., PST, Monday through Friday each week (B5-ML-186). Also, granted renewal of license for regular period (N5-R-84).
- KBKR—Glenn E. McCormick and Paul V. McElwain (transferors), Marshall E. Cornett and Lee W. Jacobs (transferees), Baker Broadcasting Co., Baker, Oregon.—Granted consent to transfer of control of Baker Broadcasting Co., licensee of Station KBKR, from Glenn E. McCormick and Paul V. McElwain to Marshall E. Cornett and Lee W. Jacobs, by the transfer of 100% (or 170 shares) of the issued and outstanding capital stock for a total consideration of \$20,000 (B5-TC-340).
- WCBA—WSAN—Lehigh Valley Broadcasting Co. (licensee), Allentown Call Publishing Co. (transferor), Royal W. Weiler, J. Calvin Shumberger, Sr., David A. Miller, Fred W. Weiler, Samuel W. Miller, Donald P. Miller & Miller Associates (transferees), Allentown, Pa.—Granted consent to relinquishment of control by Allentown Call Publishing Co. of Lehigh Valley Broadcasting Co., licensee of Stations WCBA and WSAN, Allentown, Pa., by the transfer of 495 shares (or 76.98 percent) of the issued and outstanding capital stock to transferees for a consideration of \$90.72 per share (B2-TC-349).
- WSAN—Lehigh Valley Broadcasting Co., Allentown, Pa.—Granted modification of license to change hours of operation from sharing WCBA to unlimited time; call letters of WCBA deleted (B2-ML-1187).
- KSLM—Oregon Radio, Inc. (licensee), H. B. Read (transferor), Paul V. McElwain & Glenn E. McCormick (transferees), Salem, Oregon.—Granted consent to transfer of control of Oregon Radio, Inc., licensee of Station KSLM, from H. B. Read to Paul V. McElwain and Glenn E. McCormick, by the transfer of 150 shares (100 percent) of the issued and outstanding capital stock for a total consideration of \$69,000 (B5-TC-342).
- KBON—Inland Broadcasting Co., Omaha, Nebr.—Granted renewal of license for radio Station KBON. At the same time, the Commission denied the petition filed by radio Station WOW, Inc., requesting that the renewal application of KBON be designated for hearing.
- KVOE—The Voice of The Orange Empire, Inc., Ltd., Santa Ana, Calif.—Denied petition for reconsideration and grant of application for construction permit to change operating assignment from 1490 kc., 250 watts, to 1480 kc., 1 KW; and designated said application for hearing on issues relating to conformity with Public Notice of January 26, 1944 (B5-P-3482).
- KGBX—Springfield Broadcasting Co. (licensee), Lester E. Cox, Ralph D. Foster, C. Arthur Johnson, L. M. Magruder (transferors), Springfield Newspapers, Inc. (transferee), Springfield, Mo.—Granted consent to acquisition of control by Springfield Newspapers, Inc., of Springfield Broadcasting Co., licensee of Station KGBX, by the transfer of all of the issued Class A stock (250 shares) from Cox, Foster, Johnson and Magruder, to the Springfield Newspapers, Inc., for a consideration of \$25,000. (Springfield Newspapers, Inc., own all but 3 shares of the 250 shares of Class B stock.) (B4-TC-359).
- KWTO—Ozarks Broadcasting Co. (licensee), Springfield Newspapers, Inc., H. S. Jewell, T. W. Duvall, Tams Bixby, Jr., and Jeanne Bixby (transferors), Lester E. Cox, Ralph D. Foster, C. Arthur Johnson, L. M. Magruder (transferees), Springfield, Mo.—Granted consent to acquisition of control of Ozarks Broadcasting Co., licensee of Station KWTO, by the transfer of 500 shares of Class B stock from Springfield Newspapers, Inc., Jewell, Duvall, Bixby & Bixby, to Cox, Foster, Johnson and Magruder, for a consideration of \$100,000 (B4-TC-361).
- WFNC—Cape Fear Broadcasting Co., Fayetteville, N. C.—Granted extension of time to file Form 726-A until March 20, 1944, in re assignment of license.
- WFTL—Ralph A. Horton (assignor), The Fort Industry Co. (assignee), Ft. Lauderdale, Fla.—Adopted an Order granting voluntary assignment of construction permit and license of Station WFTL and relay stations WAAD and WRET. (Docket 6542)
- WFTL—Ralph A. Horton, Ft. Lauderdale, Fla.—Granted license to cover construction permit and authority to determine operating power by direct measurement. (Docket No. 6543)
- WFTL—The Fort Industry Co., Ft. Lauderdale, Fla.—Granted modification of license to move main studio from Fort Lauderdale, Fla., to Miami, Fla., subject to the condition that, in the event the field intensity in the Miami business district proves to be inadequate from actual operation, Station WFTL would then operate with the directional antenna both day and night. (Docket 6544)
- WMTU—Birney Imes, Jr., Tupelo, Miss.—Granted request from Mr. Bob McRaney, general manager for Birney Imes, Jr., to change call letters from WMTU to WELO.
- The Yankee Network, Inc. (assignor), The Winter Street Corp. (assignee).—Granted consent to assignment of licenses from The Yankee Network, Inc., to The Winter Street Corporation; no monetary consideration involved. Stations involved are: WNAC, Boston; WEAN, Providence; WAAB, Worcester, and WICC, Bridgeport; four relay stations (WEOD, WEKX, WEKZ, WEKY), two high frequency stations (WGTR and WMTW, Boston), two Class 2 experimental stations (W1XOV and W1XOY), and one intermittent provisional (WKHG).
- Granted renewal of following facsimile broadcast station licenses for the period beginning March 1, 1944, and ending no later than March 1, 1945:
- W8XUM, WBNS, Inc., Columbus, Ohio; W9XWT, Courier-Journal and Louisville Times Co., Louisville, Ky.
- WEHS—WHFC, Inc., Chicago, Ill.—Granted petition to reconsider and grant application (B4-MPH-116) for modification of construction permit for new high frequency (FM) broadcast station (WEHS) at Chicago, Ill.; granted conditional to the Public Notice dated January 26, 1944.

### DESIGNATED FOR HEARING

- WABI—Community Broadcasting Service, Bangor, Maine.—Designated for hearing applications for modification of construction permit for change in type of transmitter and extension of commencement and completion dates (B1-MP-1673) and for renewal of station license (B1-R-145).

- WGPC—J. W. Woodruff and J. W. Woodruff, Jr., d/b as Albany Broadcasting Co., Albany, Ga.—Granted motion to dismiss application for construction permit to move transmitter and studio to West Point, Ga. (Docket No. 6548)
- L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Granted petition to postpone hearing on application for construction permit for new broadcast station, now scheduled for March 7; continued to April 6, 1944. (Docket No. 6549)

### MISCELLANEOUS

- KGGF—Hugh J. Powell, Coffeyville, Kans.—Granted modification of construction permit which authorized installation of new transmitter, for extension of completion date from February 22 to April 22, 1944 (B4-MP-1735).

### APPLICATIONS FILED AT FCC

#### 560 Kilocycles

- KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Modification of construction permit (B5-P-3150 as modified, which authorized change of frequency, increase in power and installation of new transmitter and directional antenna for night use) for changes in directional antenna and ground system and extension of completion date.
- KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Extension of special service authorization to operate indirect method on **560 kc.**, 250 watts night, 1 KW, daytime, unlimited hours of operation for the period ending 11-1-44.

#### 660 Kilocycles

- KFAR—Midnight Sun Broadcasting Co., Fairbanks, Alaska.—Authority to determine operating power by direct measurement of antenna power under terms of special service authorization.

#### 780 Kilocycles

- KFAB—KFAB Broadcasting Co., Lincoln, Nebr.—Voluntary relinquishment of control of licensee corporation by The Sidles Company through distribution of capital stock as follows: The Sidles Co. 27.5%, Star Printing Co. 13.75%, State Journal Printing Co. 13.75%, and Columbia Broadcasting System, Inc. 45%.
- WBBM—Columbia Broadcasting System, Inc., Chicago, Ill.—Modification of license to change hours of operation from simultaneous day and share night with KFAB to unlimited time contingent on KFAB going on **1110 kc.**
- WJAG—The Norfolk Daily News, Norfolk, Nebr.—Construction permit to change frequency from **1090 kc.** to **780 kc.**

#### 1110 Kilocycles

- KFAB—KFAB Broadcasting Co., Lincoln, Nebr.—Construction permit to change frequency from **780 kc.** to **1110 kc.**, change hours of operation from simultaneous day and share night with WBBM to unlimited time and install directional antenna for night use.
- WBT—Columbia Broadcasting System, Inc., Charlotte, N. C.—Voluntary assignment of license from Columbia Broadcasting System, Inc., to KFAB Broadcasting Co.

#### 1230 Kilocycles

- NEW—Marietta Broadcasting Co., Virgil V. Evans, Sole Owner, Marietta, Ga.—Construction permit for a new standard broadcast station to be operated on **1230 kc.**, 250 watts power and unlimited hours of operation. Amended: to specify a transmitter and studio site.

#### 1340 Kilocycles

- NEW—Ernest H. Carroll, Virginia B. Carroll, James S. Beaty, Jr., and William C. Beaty, d/b as York County Broadcasting Co., Rock Hill, S. C.—Construction permit for a new standard broadcast station to be operated on **1340 kc.**, 250 watts power and unlimited hours of operation.

### FM APPLICATIONS

- NEW—National Broadcasting Co., Inc., Denver, Colo.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43900 kc.**
- NEW—National Broadcasting Co., Inc., San Francisco, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43900 kc.**
- NEW—National Broadcasting Co., Inc., Los Angeles, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44100 kc.**
- NEW—National Broadcasting Co., Inc., Washington, D. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44300 kc.**
- NEW—National Broadcasting Co., Inc., Washington, D. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43700 kc.**
- NEW—WICA, Inc., Ashtabula, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48900 kc.** with coverage of 4,116 square miles.
- NEW—Saginaw Broadcasting Co., Saginaw, Mich.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45500 kc.**
- NEW—WKY Radiophone Co., Oklahoma City, Okla.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44500 kc.** with coverage of 21,000 square miles.
- NEW—Midland Broadcasting Co., Kansas City, Mo.—Modification of license to change from a developmental broadcast station to a high frequency (FM) broadcast station with coverage of 6,700 square miles. (**46500 kc.**)
- NEW—KLZ Broadcasting Co., Denver, Colo.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43500 kc.** with coverage of 31,400 square miles.
- NEW—The Gazette Company, Cedar Rapids, Iowa.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44700 kc.** with coverage of 7,400 square miles.
- NEW—Capital Broadcasting Co., Washington, D. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46700 kc.**
- NEW—John J. Laux, Richard Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, Charles C. Swaringen, Joseph Troesch and John L. Meridian, partners, d/b as Liberty Broadcasting Co., Pittsburgh, Penna.—Construction permit for a new high frequency (FM) broadcast station.
- NEW—Plaza Court Broadcasting Co., Oklahoma City, Okla.—Construction permit for a new high frequency (FM) broadcast station to be operated with a coverage of 15,394 square miles.
- NEW—Drovers Journal Publishing Co., Chicago, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48700 kc.** with coverage of 10,800 square miles.
- NEW—The Broadcasting Corporation of America, Riverside, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43500 kc.** with coverage of 48,000 square miles.

### TELEVISION APPLICATIONS

- NEW—The Broadcasting Corporation of America, Riverside, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #3 (**66000-72000 kc.**).
- NEW—Loyola University, New Orleans, La.—Construction permit for a new commercial television broadcast station.
- NEW—Philco Radio and Television Corp., New York, N. Y.—Construction permit for a new commercial television broadcast station to be operated on Channel #9 (**180000-186000 kc.**).
- NEW—Philco Radio and Television Corp., Washington, D. C.—Construction permit for a new commercial television broadcast station to be operated on Channel #4 (**78000-84000 kc.**).
- NEW—National Broadcasting Co., Inc., Cleveland, Ohio.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (**50000-56000 kc.**).
- NEW—News Syndicate Co., Inc., New York, N. Y.—Construction

permit for a new commercial television broadcast station to be operated on Channel #11 (204000-210000 kc.).

NEW—National Broadcasting Co., Inc., Chicago, Ill.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (50000-56000 kc.).

WGN, Inc., Chicago, Ill.—Construction permit for a new commercial television broadcast station to be operated on Channel #4 (78000-84000 kc.).

NEW—National Broadcasting Co., Inc., Los Angeles, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #3 (66000-72000 kc.).

NEW—National Broadcasting Co., Inc., San Francisco, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #4 (78000-84000 kc.).

NEW—National Broadcasting Co., Inc., Denver, Colo.—Construction permit for a new commercial television broadcast station to be operated on Channel #2 (60000-66000 kc.).

NEW—Television Productions, Inc., area of Los Angeles, Calif.—Modification of construction permit (B5-PVB-87 as modified), which authorized construction of new experimental television relay broadcast station for changes in equipment and extension of completion date.

NEW—WKY Radiophone Co., Oklahoma City, Okla.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (50000-56000 kc.).

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

#### MISCELLANEOUS APPLICATION

NEW—Courier-Journal and Louisville Times Co., near Eastwood, Ky.—Construction permit for a new temporary Class II experimental broadcast station to be operated on 45700 kc., 1 KW power and special emission.

## FEDERAL TRADE COMMISSION DOCKET

#### COMPLAINTS

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

**J. Claud Griffin**, trading as Commercial Art Co., and Daniel G. Ries, trading as Progressive Portrait Co., each having his place of business at Room 407, 929 Fifth Ave., Pittsburgh, are charged in a complaint with entering into and carrying out agreements whereby they use false and deceptive acts and practices to induce the purchase of colored photographic enlargements and frames therefor. (5133)

**Zo-Lon Company**—Misrepresentation of a medicinal preparation designated "Zo-Lon Compound," advertised as a weight-reducing remedy, is alleged in a complaint issued against A. T. Wilson, trading as Zo-Lon Company, 422 South Akard St., Dallas, Tex. The business is conducted as a partnership, the other member being John T. Benson, who at present is not engaged actively in the business and whose address is unknown. (5132)

#### CEASE AND DESIST ORDERS

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

**Exhibit Sales Co.**, 423 Market Street, Philadelphia, has been ordered to cease and desist from selling or otherwise disposing of radios or any other merchandise by means of a game of chance, gift enterprise or lottery scheme. (4024)

**National Biscuit Company**, 449 West 14th Street, New York, has been ordered to cease and desist from violation of the Robin-

son-Patman Act by discriminating in prices between different purchasers of its biscuits, crackers, cakes and other bakery packaged products of like grade and quality. (5013)

#### STIPULATIONS

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

**Avalon Lane Co.**, 175 East Broadway, New York, selling a preparation designated "Lashgro," stipulated that she will cease and desist from representing by use of the trade name "Lashgro," or otherwise, that the product causes the eyelashes to grow longer or thicker or will promote or in any way affect the growth of the eyelashes. She also agrees to discontinue representing that the preparation will correct or remedy red, scaly eyelids. (03192)

**St. Paul Packaged Fuel**, 459 East 8th Street, St. Paul, has entered into a stipulation to cease and desist from certain misrepresentations in connection with the sale of a device designated "Convert-O-Grate," recommended for converting oil-burning furnaces to coal-burning, or coal-burning furnaces to oil-burning. (3815)

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# Radio Does a Job

The tremendous contribution which the domestic radio broadcasting industry, through the 913 independent stations and the networks, is making to the war effort is revealed by the study of the figures for 1943. These figures compiled by the NAB Research Department disclose that on both a commercial and sustaining basis valuable contributions in informative and educational programs, directly in aid of the war effort, have been made.

Reduced to monetary terms the value of the time, sustaining and commercial, devoted through radio programs and announcements directly in the war interest, totals \$202,000,000.

When these figures are broken down it is disclosed that \$93,000,000 in station and network time was given on a "sustaining" basis. Time valued at \$81,000,000 and devoted directly to some phase of the government's war program was given on a sponsored or commercial basis.

To round out the total figure, \$28,000,000 in talent costs was involved on sustaining and commercial programs by stations networks, and advertisers.

The detailed figures follow:

## \* THE VALUE OF RADIO'S CONTRIBUTION TO THE WAR EFFORT IN 1943

Government Agency	Network Spot and Special Assignment	Station Contribution	Total
Treasury Department	\$26,323,900	\$23,374,500	\$49,698,400
Department of Agriculture—WFA	12,281,200	9,905,900	22,187,100
War Production Board	3,429,100	1,147,700	9,576,800
War Department	8,385,400	4,733,900	13,119,300
War Manpower Commission	6,282,200	5,737,000	12,019,200
Office of Price Administration	4,501,000	6,099,300	10,600,300
Navy Department	4,466,700	3,332,400	7,799,100
Office of Economic Stabilization	4,371,400	2,179,400	6,550,800
Federal Security Agency (Public Health)	3,216,600	4,238,200	7,504,800
American Red Cross	3,181,200	5,721,200	8,902,400
Office of Defense Transportation	2,748,000	3,907,900	6,655,900
National War Fund	2,102,300	4,620,600	6,722,900
Petroleum Administration for War	1,910,200	633,400	2,543,600
Rubber Administration	819,300	53,500	872,800
United Service Organizations (Books)	546,800	801,400	1,348,200
Social Security Board	417,000	1,209,500	1,626,500
War Shipping Administration	389,700	2,044,600	2,434,300
Office of Civilian Defense	202,400	1,033,100	1,235,500
Federal Bureau of Investigation	75,300	78,400	153,700
Office of Lend-Lease Administration	37,400		37,400
** Miscellaneous Campaigns	14,957,400	15,604,100	30,561,500
<b>Total</b>	<b>\$105,644,500</b>	<b>\$96,506,000</b>	<b>\$202,150,500</b>

\* Source. The figures above are estimates of gross values (one time rates-before discounts and commissions). Network originations were calculated from OWI allocation schedules and utilized the OWI estimates of net values based on 1942 revenue. Station originations were estimated from monthly war effort report submitted by stations to NAB.

\*\* Campaigns not emanating from any particular government agency.

Plans are now being perfected to prepare a brochure for industry use in which this story of radio's part in the

war effort will be completely documented. Outstanding examples of methods employed by various stations to aid some particular project will be presented. To this end station managements are requested to send to NAB complete information regarding an outstanding promotion. Pick out what you consider your most productive effort and send the story to us.

## SALE OF TIME FOR DISCUSSION OF CONTROVERSIAL ISSUES DANGEROUS VARIANCE FROM CODE

Following announcement in the New York *Times* and the trade press that WMCA would sell time for the discussion of controversial issues, NAB directed a public letter to Mr. Nathan Straus, President of WMCA, pointing out the danger of such policy.

The *Times* article reads as follows:

Nathan Straus, president of WMCA, announced yesterday that his station would sell time for the discussion of controversial issues providing both sides of a disputed question were presented commercially. The new policy represents a departure from "the code of ethics" of the National Association of Broadcasters, which bars the sale of time for such discussions and calls for their presentation on a sustaining basis.

Mr. Straus said that the station would insist that both sides of an issue be offered on a commercial basis before accepting the program of a single faction because "otherwise the self-interest group with the greatest means would be allowed a monopoly of presentation."

"Only in this way is the public protected against one-sided answers to two-sided questions," he added.

In enunciating what was called a "freedom to listen" policy, Mr. Straus said that where no controversial issue is involved "any responsible organization" could buy time on WMCA. Wider adoption of such a policy by the radio industry has been urged recently by James L. Fly, chairman of the Federal Communications Commission.

Following is the NAB letter to Nathan Straus, WMCA president, signed by Willard Egolf, assistant to the president and secretary of the NAB Code Committee:

"The National Association of Broadcasters feels some concern over the announcement of WMCA policy to sell time for the discussion of controversial issues. Your requirement that both sides of a controversy be willing to participate commercially is only an incident to the real problem, we feel, and is not an adequate solution.

"For several years prior to 1939 the broadcasting industry searched for a suitable policy to cover the broadcasting of programs involving controversial issues. On July 11 of that year the Code of the National Association of Broadcasters was adopted at a meeting of the membership with  
(Continued on page 78)



THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W.

WASHINGTON

Phone NAational 2080

Neville Miller, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

## SALE OF TIME FOR DISCUSSION OF CONTROVERSIAL ISSUES DANGEROUS VARIANCE FROM CODE

(Continued from page 77)

more than five hundred present. Serious study by leaders of the industry resulted in a strong, unequivocal declaration in the section entitled 'Controversial Public Issues.' Put to the test and subjected to discussion many times since 1939, this language still stands in the opinion of the industry as the soundest assurance of operation in the public interest. The Code language on controversial issues follows:

### 'Controversial Public Issues

'As part of their public service, networks and stations shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

'Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

'The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

'Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.'

'In the light of this provision of the Code, the thing to be most regretted is a policy which places money in the balance, against a manager's judgment, in deciding the weight of a controversial issue. There is no substitute for

alert, aggressive, public-minded station management. When the decision as to broadcasting a controversial public issue becomes involved with commercial revenue, even though both sides are represented, it cannot be denied that the prospect of revenue will occupy a prominent place in the negotiations; it will receive consideration and it may be accepted as a determining factor to the exclusion of sound broadcast policies. Worst of all, a station manager is invited to base his decision on monetary rather than public service considerations, thereby setting up false standards.

'In no sense does the Code of the National Association of Broadcasters impair the 'freedom to listen.' This right is the foundation of the Code. It is part of the basic radio law, under which owners of radio stations are licensed only on condition that they operate 'in the public interest, convenience and necessity.' There is a public responsibility which need not be sugar-coated by an inducement to sell time which they are charged to furnish free.

'There is nothing in your policy which enables a proponent of a controversial issue to obtain broadcast time more readily than he is able to obtain it under the Code. As a matter of fact, reduced to its final analysis, your policy provides a means whereby he may be kept off the air altogether, and effectively. His opponent, by your own statement, need only say that he is unable or unwilling to spend the money for a reply. Under the Code of the National Association of Broadcasters, a station manager may schedule a broadcast on a controversial issue, if he deems it in the public interest. If no one on the opposing side chooses to make a reply, both sides are held to have had their 'day in court.' Thus, at least station management is vindicated in the exercise of unbiased judgment in the public interest.

'Inasmuch as the announcement of your policy received publicity through press and radio, we are taking the liberty of giving similar publication to this letter.'

## KOLIN HAGER, WGY, RE-ELECTED DIRECTOR OF NAB DISTRICT TWO

(Released by NAB News Bureau)

New York City, March 3: Kolin Hager, General Manager of WGY, Schenectady, New York, was re-elected Director of the Second NAB District here today. His was the only name proposed and the election was unanimous. Nomination was from the floor.

Resolutions thanked Neville Miller for his untiring and faithful service to the radio industry during his five and one-half years as President. J. Harold Ryan, incoming President, was given a pledge of allegiance. The Cannon-Mills Bill was condemned in language deploring the payment of government funds for either time or space in support of the war effort. NBC Thesaurus, RCA Recording Company and the Columbia Recording Company were commended for their stand against the demands of the American Federation of Musicians, advanced by James Caesar Petrillo. Stations were urged to make greater and more intelligent use of BMI material and Carl Haverlin, BMI Vice-President, was thanked for his efforts in keeping the industry informed on music matters. The NAB Legislative Committee was given a vote of confidence in its efforts to obtain new radio legislation. NAB stations in New York City and Kolin Hager, District Director, were thanked for serving as hosts to the meeting and for providing an interesting and instructive agenda, including two feature luncheon sessions.

C. E. Arney, Jr., Secretary-Treasurer and acting Managing Director of NAB, opened the two-day session with a report on legislation, having just attended a two-day meeting of the Legislative Committee in Washington. Arney also took up selective service, manpower, labor, war activities, postwar problems and probable developments, NAB membership and committees and their work. Discussion followed from the floor.

Introducing the A. F. of M.—transcription controversy, Arney called on representatives of transcription companies for a discussion. Broadcasters heard from Lloyd Egner, NBC Thesaurus; C. O. Langlois, Langworth Recordings;

Milton Blink, Standard Radio, and Clint Finney, AMP.

Representatives of music licensing agencies were given a private audience. They were J. M. Collins, ASCAP; Carl Haverlin, BMI; Leonard Callahan, SESAC, and Clint Finney, AMP. Ed Twamley, WBEN, Buffalo, later discussed practical operating and auditing problems under music licenses.

Mrs. Dorothy Lewis, Coordinator of NAB Listener Activity, reported on the "American Home Campaign" launched February 19 by the NAB Association of Women Directors and outlined in her other fields.

The session on sales and sales promotion was presided over by John Bacon, WGR-WKBW, Buffalo, who presented first Walter Neff, of Neff-Rogow, for a discussion of retail selling by radio, answering queries from the floor. Lewis H. Avery, Director of Broadcast Advertising for NAB, reported on the activities and plans of the Sales Managers' Executive Committee. Success of the Retail Promotion Committee Plan was detailed, especially as evidenced within the retail field by forthcoming NRDGA conferences. Plans to make sales presentations to the motion picture and building industries were outlined. A proposed continuing discount contract clause was introduced and discussed, together with recommended action on contracts containing precarious terms.

Michael R. Hanna, General Manager of WHCU, Ithaca, conducted the session on public relations, introducing Willard D. Egolf, NAB Assistant to the President, for a report on activities, followed by discussion of a proposed book on public relations for the industry, preliminary copy being on hand.

Harry Levin, Regional OWI Director, thanked the broadcasters for their splendid war service and reviewed the activities of his office.

Thursday's luncheon featured a stage show of Mirth and Madness, NBC morning attraction, together with Milton Caniff, creator and artist of "Terry and the Pirates," newspaper and radio strip. J. Norman Lodge, renowned war veteran and Associated Press correspondent, gave a stirring account of "This War's News," especially from the South Pacific. Merrill "Red" Mueller, NBC correspondent, covered North Africa and the Italian invasion. Members of the Radio Executives Club were guests of the broadcasters.

Friday's luncheon was an all-CBS program, with Lois January, "Reveille Sweetheart"; followed by "Missus Goes A-Shopping," John Reid King, comedy skit, and William Downes, CBS correspondent, recently returned from Russia.

Nathan W. Cook, WIBX, Utica, served as secretary for the two-day meeting.

The complete list of registrants follows:

Wm. Doerr, Jr., WEBR; Cy King, WEBR; Major E. M. Stoer, WINS; Earle Godfrey, WBAB; Ray McClosky, WNBK; Jack Lee, WHAM; Kolin Hager, WGY; C. D. Mastin, WNBK; Chas. Godolfky, WLIB; William Fay, WHAM; Jerome M. Layton, Clarence G. Cosby, J. Trevor Adams, Jr., WINS; John H. McNeil, WJZ; D. L. Provost, W. C. Roux, J. V. McConnell, WEAJ; Walt Dennis, WHN; John H. Field, Jr., Arthur Hull Hayes, WABC; E. H. Twamley, WBEN; C. L. Egner, Oscar C. Turner, NBC; Chas. F. Phillips, WFBL; Wm. A. Ripley, WTRY; Wm. Schudt, Jr., CBS.

Wm. I. Moore, WBNX; Sheldon B. Hickox, Jr., NBC; Leo F. Bissell, Joel H. Scheier, WMFF; A. G. MacDonald, WGY; Bruff W. Olin, Jr., WKIP; Charles D. Osborne, WMBO; Gunnar O. Wiig, WHEC; A. E. Spokes, WJTN; Frederick L. Keese, WMBO; Nathan W. Cook, WIBX; Geo. S. Jones, WIBX; Michael R. Hanna, WHCU; Thomas L. Brown, WHDL; John A. Bacon, WGR-WKBW; Elliott Stewart, WIBX; Wm. O. Dapping, WMBO; Wm. Tilenius, NBC Spot Sales; Willard D. Egolf, NAB; Howard S. Frazier, NAB; Dorothy Lewis, NAB; C. E. Arney, Jr., NAB; Alex Sherwood, Standard Radio; Manuel Rosenberg, *The Advertiser*; Cy Langlois, Lang-Worth; Leonard D. Callahan, SESAC; Gus Hagenah, SESAC.

Robert Jay Burton, M. E. Tompkins, R. L. Harlow, Tod Williams, BMI; B. J. Rowan, General Electric Co.; Harold B. Sherrill, N. Y. Telephone Co.; Geo. W. Brett, Katz Agency; Stephen R. Rintoul, Katz Agency; Willis B. Parsons, NBC Thesaurus; Wade Barnes, NBC Thesaurus; Claude Barrere, NBC Thesaurus; Edwin H. Kasper, Aaron S. Bloom, Kasper-Gordon, Inc.; Ben Selvin, Clinton M. Finney, Associated Music Publishers; Dinty Doyle, WABC; Carl Haverlin, BMI; Murray B. Grabhorn, Blue Spot Sales; Lieut. Jack Overall, USNR; LeRoy Keller, United Press; A. F. Harrison, United Press; Victor Vonn, Jim Kelly, Standard Rate & Data Service.

Herman Greenberg, Jim Collins, ASCAP; Paul J. Senft, Geo. P. Hollinsberry; Slocum Chapin, Guy Capper, WJZ; C. H. Hackett, Abbott Kimball & Co.; D. E. Robertson, Capper Publications; Harry Levin, OWI; J. F. Flanagan, McCann-Erickson, Inc.; Phil Newsom, United Press; Arthur Sinsheimer, Peck Agency; C. Herbert Masse, WBX; William S. Hedges, Easton C. Woolley, NBC; Gerald King, Milton Blink, Standard Radio; Howard Lane, H. V. Akerberg, CBS; Rhoda Magid, Gordon Heyworth, BBC; Louis M. Block, Jr., Intercollegiate Broadcasting System; J. O. Parsons, Jr., C. E. Hooper; W. W. Dorrell, C. E. Hooper; Edythe Bull, C. E. Hooper; Victor A. Bennett, WAAT; George W. Allen, WABC; Paul W. Morency, WTIC; James G. Bennett, Blue Spot Sales; Michael Sweeney, Blue Spot Sales; Larry Hasbrouck, Blue Spot Sales; G. C. Packard, Paul Raymer Co.; Robert B. Rains, Paul H. Raymer & Co.; Patricia Murray, *Printers' Ink*.

Wm. Malo, WDRC; P. L. Romaine, Paul H. Raymer; Arthur Poppenberg, Blue Spot; Capt. Griff Thompson, Arthur Simon, WPEN; Capt. John Doran; Milton Caniff, Cartoonist; Lionel Colton, Helen Wood, Station Reps.; Hazel Westerlund, CBS; Helen Hartwig, Ruthrauff & Ryan; Elizabeth Black, Jos. Katz Co.; Ninette Joseph, J. D. Tarcher; Peggy Stone, Spot Sales; Loren Watson, Spot Sales; Helen Thomas, Spot Broadcasting; Harriet Belisle, Compton Advertising; Murray Carpenter, Compton Advertising.

## NAB DISTRICT THREE DISCUSSES ESSENTIAL CHARACTER OF RADIO

(Released by NAB News Bureau)

Pittsburgh, March 7, 1944: Patrick Fagan, Pittsburgh Area Director of the War Manpower Commission, described the essentiality of broadcasting in an address before the Third District meeting of the National Association of Broadcasters in Pittsburgh, March 6-7.

"Radio Broadcasting Service is included under group 29 entitled 'Communication Services' of the War Manpower Commission list and index of essential activities," Fagan stated. "Included under this group are such activities as newspaper and news syndicates, the manufacture of Military, Naval and Technical charts and maps, instructional and technical manuals, and training literature. The production of motion pictures and the manufacture of protective signal systems which supplement police and fire protection are also included in this group."

C. E. Arney, Jr., Secretary-Treasurer and acting Managing Director of NAB, warned the broadcasters that they must not rely on definitions alone but should document every application placed with local selective service boards with facts pertinent to the essentiality of the industry as a whole and to the case at hand.

Willard D. Egolf, Assistant to the President of NAB, stated that the reputation of the stations in a community for doing an essential war job is an important factor and should be maintained.

Roy F. Thompson, WFBG, Third District Director, presided over the two-day session, which saw resolutions passed praising Neville Miller for his untiring and faithful service to the broadcasting industry during the five and one-half years he was President. The Cannon-Mills bill was condemned, the broadcasters expressing opposition to the Government's buying either space or time for promotion of the war effort. Greater and more diligent use of

BMI music was urged, Carl Haverlin, BMI Vice-President, was praised for keeping the industry informed on music matters, and BMI was requested to devote resources to giving BMI an even greater competitive advantage in the music field, even though the move resulted in less reduction of fees. NBC Thesaurus, RCA Recording Company and Columbia Recording Company were commended for their stand against Petrillo's demands and the War Labor Board was urged to reject the principle behind them. The NAB Legislative Committee was given a vote of confidence in its ability to obtain new radio legislation. Allegiance was pledged to J. Harold Ryan, newly elected President of NAB. Roy Thompson, with the stations of Pittsburgh, were thanked for their hospitality in serving as hosts for the Third District Meeting. George Joy, WRAK, served as Secretary.

C. E. Arney, Jr., discussed new legislation, selective service, labor, war activities, post-war problems, NAB membership and committees, answering questions from the floor.

Representatives of transcription companies spoke on the Petrillo recording ban and the history of negotiations with A. F. of M. Delegates heard from William Parsons, NBC Thesaurus; Milton Blink, Standard Radio and C. O. Langlois, Langworth Recordings. Open discussion followed.

Carl Haverlin, BMI, discussed the music problems of the industry, followed by Leonard Callahan, Vice-President of SESAC, who spoke on copyrights.

Thomas B. Price, WWSW, Sales Managers' Chairman, presided over the session on sales and sales promotion, in which C. E. Arney, Jr., subbed for Lewis H. Avery, NAB Director of Broadcasting Advertising, who was detained in Washington by family illness. Success of the Retail Promotion Committee plan was outlined, especially within the retail trade organizations, as evidenced by forthcoming NRDGA conferences on radio advertising. A planned meeting with the Proprietary Association was also reported, as well as preliminary work on sales presentations to be made to the motion picture and building industries. The proposed continuing annual discount contract provision was read and discussed, together with recommended procedures on contract demands which are considered detrimental.

Thomas Price made a comparison of Hooper and private surveys, which Ward Dorrell, of Hooper, answered.

George Coleman, WGBI, District Public Relations Chairman, introduced Willard D. Egolf, who reported on public relations activities of the industry during the past year and presented a working draft of a book on this topic now in preparation. Coleman reviewed and called for comments on the subjects covered.

Ted Kinney, KDKA, District Engineering Chairman, presented Frank R. Smith, WWSW, for a question and answer period on FM and Television. Smith described pitfalls to be avoided by FM applicants.

S. Broughton Tall, OWI Regional Director, outlined the activities of his office and discussed the problems of stations cooperating in the war effort, thanking the industry for its all-out support.

Time was given for a Red Cross appeal.

Following adjournment of the NAB District Meeting, the Pennsylvania broadcasters held a short session, electing Leonard Kapner, WCAE, Vice-President of the group. Roy Thompson is President, as well as Third District Director, his term continuing for another year.

The complete list of registrants follows:

J. Gorman Walsh, WDEL; Roy F. Thompson, WFBG; C. G. Moss, WKBO; J. C. Tully, WJAC; Clair R. McCollough, WGAL; Thos. W. Metzger, WMRF; Edward Kroen, WKPA; Thos. L. Aye, Jr., WKPA; Joseph E. Baudino, KDKA; T. C. Kenny, KDKA; R. E. White, KDKA; John F. McMahan, KDKA; Harry Barnett, KDKA; Frank R. Webb, KDKA; J. Robert Gulick, WGAL; G. S. Wesser, KQV-WJAS; Leonard Kapner, WCAE; R. Clifton Daniel,

WCAE; Frank R. Smith, WWSW; Tom Price, WWSW; Clifford M. Chafey, WEEU; Raymond Gaul, WRAW; George D. Coleman, WGBI; Hal Seville, WJEJ; A. C. Baltimore, WBRE; J. J. Laux, WJPA; John M. Croft, WJPA; John L. Merdian, WJPA; Les Ryder, WCED; J. C. Burwell, WMBS; Van Persons, George E. Joy, Wright E. Mackey, WRAK.

Milton Blink, Standard Radio; Alex Sherwood, Standard Radio; J. B. Tall, OWI; C. E. Arney, Jr., NAB; Leonard D. Callahan, SESAC; Manuel Rosenberg, *The Advertiser*; Willard D. Egolf, NAB; Roy L. Harlow, BMI; Willis Parsons, NBC; Wade Barnes, NBC; Paul Karnes, Associated Press; George Field, Associated Press; David R. Williams, Associated Press; Chet Young, Associated Press; Loren L. Watson, Spot Sales; Cy Langlois, Langworth; Ross Downing, United Press; Carl Haverlin, BMI; Wm. A. Schudt, CBS; Miss Marian A. Guidera, C. E. Hooper; Ward Dorrell, C. E. Hooper.

## FEDERAL COMMUNICATIONS COMMISSION DOCKET

### HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, March 13. It is subject to change.

Wednesday, March 15

Oral Argument Before the Commission

Order No. 119.

Section 3.409. Requirements for making and preserving recordings or transcriptions of network programs.

## FEDERAL COMMUNICATIONS COMMISSION ACTION

### APPLICATIONS GRANTED

E. Anthony & Sons, Inc., West Yarmouth (near Hyannis), Mass.—Granted construction permit (B1-P-3561) for a new station to use frequency ~~1240~~ **1240** kc., 250 watts, unlimited time (facilities of formerly licensed station WOGB), pursuant to procedure provided in Public Notice of January 26, 1944.

KICD—Iowa Great Lakes Broadcasting Company, Spencer, Iowa.—Granted modification of license to increase power from 100 to 250 watts (B4-ML-1185).

WKBH—Harry Dahl (Transferor), Howard Dahl, Kenneth Dahl, Dorothy Dahl and Catherine Dahl Wood (Transferees), WKBH, Inc. (Licensee), LaCrosse, Wisc.—Granted consent to relinquishment of control by Harry Dahl of WKBH, Inc., licensee of station WKBH. The transferor is the father of transferees and the stock (400 shares, or 49.2 per cent of 813 shares of issued and outstanding capital stock of the licensee), is to be given to his children as a gift (B4-TC-344).

American Network, Inc., New York City.—Granted petition for reinstatement of application (B1-PH-124) for new FM station.

### DESIGNATED FOR HEARING

WGKV—Worth Kramer (Transferor), Eugene R. Custer and Richard M. Venable (Transferees), Kanawha Valley Broadcasting Co. (Licensee), Charleston, W. Va.—Designated for hearing application for consent to relinquishment of control by Worth Kramer of Kanawha Valley Broadcasting Co., licensee of station WGKV (B2-TC-352), to be consolidated with the hearing on the application for renewal of license.



## MISCELLANEOUS

- WBLQ—Piedmont Publishing Co., area of Winston-Salem, N. C.—Granted construction permit to install a new transmitter in relay station (B3-PRE-439).
- WBLQ—Piedmont Publishing Co., area of Winston-Salem, N. C.—Granted license to cover construction permit above (B3-LRE-430).
- KMLB—Liner's Broadcasting Station, Inc., Monroe, La.; KNOE, Inc., Monroe, La.—Denied request of KNOE, Inc., for extension of time to April 1, 1944, within which to file an opposition to petition of KMLB to reinstate its application for construction permit (B3-P-2339; Docket 5994); granted request of KNOE, Inc., in so far as to extension of time to April 1 within which to file opposition to KMLB's petition for rehearing.

### APPLICATIONS FILED AT FCC

#### 640 Kilocycles

- WCLE—United Broadcasting Co., Cleveland, Ohio.—Construction permit to change frequency from 610 kc. to 640 kc., increase power from 500 watts to 1 KW, change hours of operation from daytime to limited time, move transmitter and studio to Akron, Ohio, and install directional antenna. Amended: re changes in directional antenna.

#### 860 Kilocycles

- WSO—Paducah Broadcasting Co., Inc., Henderson, Ky.—Voluntary assignment of license to Henderson Broadcasting Co., Inc.

#### 1160 Kilocycles

- KSL—Radio Service Corp. of Utah, Salt Lake City, Utah.—Extension of special service authorization to operate with two Federal Telegraph (F-124-A) tubes in last radio stage for the period 4-1-44 to 5-1-45.

#### 1230 Kilocycles

- WHOP—Paducah Broadcasting Co., Inc., Hopkinsville, Ky.—Voluntary assignment of license to Hopkinsville Broadcasting Co., Inc.

#### 1240 Kilocycles

- KXOX—Sweetwater Radio, Inc., Sweetwater, Texas.—Transfer of control of licensee corporation from George Bennett, Russell Bennett, Jas. H. Beall, Jr., Joe H. Boothe, J. H. Doscher, R. M. Simmons, Henry Rogers, C. R. Simmons and Harley Sadler to Wendell Mayes, J. S. McBeath and Mittie Agnes McBeath. Amended: to change name of transferors as follows: change name of Henry Rogers to H. M. Rogers, omit J. H. Doscher, and add Maynette Doscher and Maynette Doscher, executrix of estate of J. H. Doscher, deceased.

- WCOV—Capital Broadcasting Co., Inc., Montgomery, Ala.—Voluntary assignment of license to G. W. Covington, Jr.

- NEW—The Finger Lakes Broadcasting System (Gordon P. Brown, Owner), Geneva, New York.—Construction permit for a new standard broadcast station to be operated on 1240 kc., 250 watts power and unlimited hours of operation. (Facilities of WSAY when vacated).

#### 1380 Kilocycles

- KOBH—Black Hills Broadcast Company of Rapid City, Rapid City, S. Dak.—Construction permit to change frequency from 1400 kc. to 1380 kc., increase power from 250 watts to 5 KW, install new transmitter, directional antenna for night use and move transmitter.

- KOBH—Black Hills Broadcast Company of Rapid City, Rapid City, S. Dak.—Transfer of control of licensee corporation from Tri State Milling Company, C. A. Quarnberg, E. F. Gronert, P. R. Quarnberg, George E. Bruntlett and William McNulty to Robert J. Dean.

#### 1490 Kilocycles

- WCSH—Oshkosh Broadcasting Co., Oshkosh, Wisc.—Voluntary assignment of license to Myles H. Johns, William F. Johns, Jr., William F. Johns and Frederick W. Renshaw, d/b as Oshkosh Broadcasting Co., a partnership.

## FM APPLICATIONS

- NEW—WDEL, Inc., Wilmington, Delaware.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44500 kc. with coverage of approximately 6,400 square miles.
- NEW—National Broadcasting Co., Inc., Washington, D. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44300 kc. Amended: re change in type of transmitter.
- NEW—Associated Broadcasters, Inc., Bethlehem, Pa.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48500 kc. with coverage of approximately 2,800 square miles.
- NEW—The Monumental Radio Co., Baltimore, Md.—Construction permit for a new high frequency (FM) broadcast station to be operated on 47900 kc. with coverage of 4,520 square miles.
- NEW—Westchester Broadcasting Corp., White Plains, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on 49900 kc. with coverage of 435 square miles.
- NEW—WFBM, Inc., Indianapolis, Ind.—Construction permit for a new high frequency (FM) broadcast station to be operated on 47700 kc.
- NEW—The Valley Broadcasting Co., Steubenville, Ohio.—Construction permit for a new high frequency (FM) broadcast station.
- NEW—Monroe B. England, Pittsfield, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45700 kc. with coverage of 950 square miles or more. (Not signed and incomplete.)
- NEW—Havens and Martin, Inc., Richmond, Va.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46100 kc. with coverage of 12,130 square miles.
- NEW—WGAL, Inc., Lancaster, Pa.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45500 kc. with coverage of approximately 1,200 square miles.

## MISCELLANEOUS APPLICATIONS

- NEW—Memphis Publishing Co., area of Memphis, Tenn.—Construction permit for changes in transmitting equipment and increase power from 50 watts to 100 watts.
- WQXR-WQXQ—Interstate Broadcasting Co., Inc., New York, N. Y.—Transfer of control of licensee corporation from John V. L. Hogan to The New York Times Company.

## 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.

**American Chemical Paint Co.**, Ambler, Pa., is charged in a complaint with misrepresentation of a plant hormone powder designated "Rootone," which is advertised and sold by the respondent company as being effective in increasing the yield of cotton, sugar beet and other field crops. (5135)

**Henry Millinery Import Corp.**—A complaint has been issued charging Henry Millinery Import Corp., 34 West 38th St., New York, with the use of unfair and deceptive practices whereby purchasers are led to believe that women's hats made from old, worn and previously used hat bodies are new merchandise. (5134)

## CEASE AND DESIST ORDERS

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

**Ben Kalish**—An order to cease and desist from misrepresenting in any manner the peltries of which furs or fur garments are made has been issued against Ben Kalish, New York City furrier, located at 330 Seventh Ave. (4976)

## STIPULATIONS

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

**S. Leila Hoover**, Redwood City, Calif., entered into a stipulation to cease and desist from representing that a food product she sells under the name "Shasta Armenian Culture" will rebuild the blood, nerves and glands; is nature's own balanced food; has destructive action on putrefactive bacteria in the intestinal tract; and is a life-prolonging item of diet. (03195)

**John L. Magic**, 3439 West 51st St., Chicago, trading as Barton Laboratories, and sometimes as Barton Laboratories, Inc., engaged in the sale of meat curing preparations, stipulated that he will cease and desist from certain misrepresentations in connection with the sale of his products. (3816)

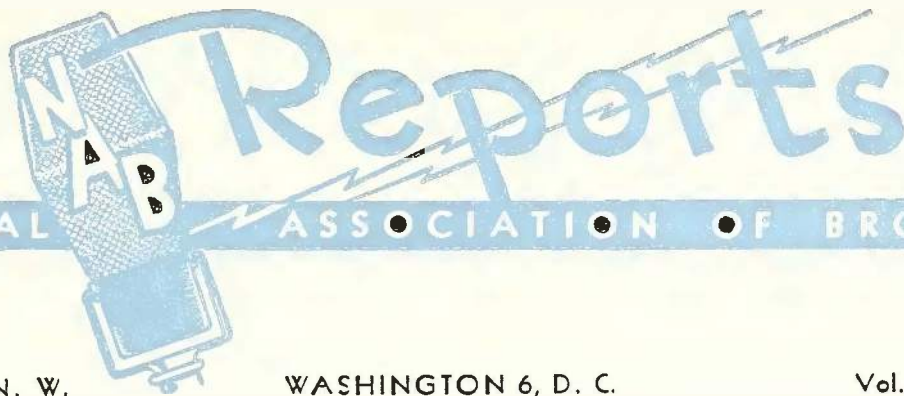
**Isaac Masarsky**, trading as Hillcrest Laboratories, Spring Valley, N. Y., engaged in the sale of a medicinal preparation designated "Sabetal," stipulated that he will cease and desist from representing that the product, when used in treating psoriasis, eczema or any other external skin irritation, has any therapeutic effect except to the extent that its use may temporarily relieve the itching incident thereto or aid in the removal of loose epidermic scales caused by such ailments. (03194)

**Wm. S. Merrell Co.**, Lockland Station, Cincinnati, engaged in the sale of a medicinal preparation called "Bassoran with Cascara," and Harry C. Phibbs Advertising Co., 43 East Ohio St., Chicago, an agency which disseminated advertisements for the preparation, stipulated that they will cease and desist from disseminating any advertisement which fails to reveal that the product should not be used when abdominal pain, nausea, or other symptoms of appendicitis are present; provided, however, that the advertisements need only contain the statement, "CAUTION, Use only as directed," if the directions for use on the label or in the labeling contain a warning to the same effect. (03196)

**A. J. Schoenecker Shoe Co.**, 2636 West Fond Du Lac Ave., Milwaukee, stipulated that it will cease and desist from use of the slogans "Dr. Edgar Health Shoes" and "Dr. Edgar Health Cushion Shoes" in advertising, branding or labeling the shoes it sells; and from use of the word "Doctor" or its abbreviation, either alone or with the word "Health," so as to imply that the shoes have been made in accordance with the design or under the supervision of a physician or that they contain special scientific, orthopedic or health features which are the result of medical determination or services. (3818)

**E. A. Stevens**, Dawson Springs, Ky., entered into a stipulation to discontinue misrepresenting the therapeutic properties of Stevens' Mineral Water, Stevens' Concentrated Mineral Water and Stevens' 50-50 Water. (3817)

**Vegetrates Co.**, 7807 Melrose Ave., Los Angeles, engaged in the sale of a laxative designated "Laxatrate," stipulated that it will cease and desist from disseminating any advertisement of the preparation which fails to reveal that it should not be used when abdominal pains, nausea or other symptoms of appendicitis are present; provided, however, that the advertisement need only contain the statement, "CAUTION: Use only as directed," if the directions for use on the label or in the labeling contain a warning to the same effect. (03139)



1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 12, No. 11, March 17, 1944

## NAB LEGISLATIVE COMMITTEE MEETS WITH SENATOR WHEELER

A two day meeting of the NAB Legislative Committee was held in Washington Saturday and Sunday, March 11 and 12. Present were Don S. Elias, Acting Chairman, Nathan Lord, Clair R. McCollough, Joseph Ream, J. Leonard Reinsch, Frank M. Russell, G. Richard Shafto, James D. Shouse, James W. Woodruff, Jr., and Ed. Yocum. Also present were J. Harold Ryan, President-elect of NAB, C. E. Arney, Jr., Acting Managing Director, Robert T. Bartley and Karl A. Smith. Thorough and detailed consideration was given to Senate Bill 814 and various suggested amendments. On Monday, March 13, the full Committee had a conference with Senator Wheeler in regard to the Bill and its amendments.

## WMC MANPOWER BUDGET PLAN

Pursuant to Section 907.5(a) of the War Manpower Commission Regulation No. 7 a Manpower Budget Plan has been adopted in some areas where critical labor shortages exist.

The plans now in operation in Newark, N. J., Philadelphia, Pa., and Pittsburgh, Pa., areas are similar. NAB has reviewed these manpower budgeting or rationing programs. They have the effect of curtailing or preventing the hiring of new workers, except under the procedure established by the local Manpower Priorities Committee.

Radio broadcasting is included in the WMC list of "essential activities" and is therefore eligible for priority privileges from the local committees. However since labor requirements of broadcasters are generally of the highly skilled type and replacements are usually not available through the U. S. Employment Service, the plan does not seem to offer any particular benefits to broadcast stations.

The plans provide for emergency referrals or employment authorizations by the local USES offices, which may be adequate for stations hiring only a limited number of replacement personnel.

As of February 28, 1944, the areas affected were as follows:

Region I—Hartford (including Bristol, Meriden, New Britain, Waterbury), New Bedford; Region II—Buffalo; Region III—Newark, Philadelphia, Pittsburgh; Region IV—Baltimore; Region V—Canton, Akron, Cleveland, Columbus, Dayton-Springfield, Detroit, Louisville, Piqua-Sidney-Troy and Lima, Toledo, Youngstown; Region VI—Chicago, Indianapolis, Madison, Milwaukee, Racine-Kenosha; Region VII—Mobile; Region XII—Los Angeles, Portland, San Diego, San Francisco, Seattle.

Information concerning the Manpower Budget Plans can be obtained from the WMC Regional Director of the area or from local USES offices.

Copies of the Newark, New Jersey plan are available upon request to the NAB Engineering Department.

## INTERNATIONAL COMMUNICATIONS INVESTIGATION

Senator Wheeler of Montana introduced S. Res. 268 which asks for an appropriation of \$5,000 for an investigation of international communications. The resolution was referred to the Senate Committee to Audit and Control the Contingent Expenses of the Senate. The resolution resolves

"That for the purposes of Senate Resolution 187, Seventy-eighth Congress, agreed to October 19, 1943, authorizing an investigation of international communications by wire and radio, the Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized to hold such hearings; to sit and act at such times and places, either in the District of Columbia or elsewhere, during the sessions, recesses, and adjourned periods of the Senate in the Seventy-eighth Congress; to employ such experts and clerical, stenographic, and other assistants; to require, by subpoena or otherwise, the attendance of such witnesses and the production and impounding of such books, papers, and documents; to administer such oaths; and to take such testimony and to make such expenditures as it deems advisable. The expenses of the committee for such purposes, which shall not exceed \$5,000, shall be paid from the contingent fund of the Senate upon vouchers approved by the chairman."

## SEND MILITARY ADDRESSES TO NAB

Names and complete army addresses of former station employees whom you believe may be presently assigned to duties at which they are not making full use of their civilian experience, are wanted by NAB for relay to the armed forces.

It will also be appreciated if you will outline each man's duties when employed by you and what you know of his previous experience. Receipt of this information will help the armed forces and it will help the men involved.

Please send reply to NAB at your early convenience.

## NAB DEVELOPS TRAINING TECHNIQUE FOR WOMEN STUDIO OPERATORS

Modern warfare is largely dependent upon radio communications and electronic devices based on radio principles. Thus the demand for skilled technicians has placed a high percentage of broadcast station technical personnel in the armed services. It is anticipated that much of the remaining male personnel will be in uniform in the near future. Women can and are replacing men in these

*(Continued on page 84)*



NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W.

WASHINGTON

Phone NAational 2080

Neville Miller, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

## NAB DEVELOPS TRAINING TECHNIQUE FOR WOMEN STUDIO OPERATORS

(Continued from page 83)

technical operating positions. Already more than fifteen per cent of the stations are using women as studio operators and, in some cases, as transmitter operators.

Almost from the beginning of hostilities NAB has advocated the employment of women operators, as the uncertainty of the draft status of almost all men offered no other solution under wartime conditions. It is believed that before the manpower situation eases, it will become necessary to employ women in still greater numbers.

The NAB Executive Engineering Committee made a study of shortcut training methods for studio operators. It was recognized that although a technical knowledge of the principles and circuits used in studio control rooms was desirable, it was not necessarily essential. The telephone company, for example, in training operators does not teach the technical intricacies of telephone equipment. Telephone operators are taught the use of the patch cords, signal lights and switching keys together with operating procedure. It seemed feasible to apply the same methods to the training of studio operators, especially as observation had shown that some of the most capable studio control men were those having a minimum technical knowledge. It was therefore decided to select for training a small group of women for the purpose of proving this training technique.

Obviously a training course of this type would involve much practice operating actual equipment, and with wartime priority restrictions, equipment already installed in studios would have to be used. In selecting a city for the experimental course, it was necessary to choose a locality having the studio control facilities, competent experienced instructors and preferably an area where the general manpower situation was not too critical. New York City seemed to meet these requirements and was therefore selected.

The four major networks (Blue, CBS, MBS, NBC) generously pledged their wholehearted cooperation, the use of their studios and experienced control men as lecturers. RCA Institutes, Inc., of New York also agreed to supervise the training activity and coordinate the network participation. It was agreed that the NAB Engineering Department would recruit and select the women accepted for training.

Spot announcements on the New York network stations and classified newspaper advertisements were used to interest women in the training course. The recruiting campaign was conducted over a period of several weeks and developed more than 1,000 inquiries from women living in the New York City area. Residence in New York was essential as the course was taught in the evening over a period of twelve weeks without interference with present employment. Through the use of a printed prospectus and special application forms, the first inquiries

were reduced to approximately 70 promising applicants. This group of 70 were interviewed personally by John Cose, assistant superintendent of RCA Institutes, and Howard S. Frazier, NAB director of engineering. The interviewing process eliminated all but the twelve finally selected to take the initial course.

At the time the course was started, it was believed that a considerable number of the women selected would not possess the natural aptitudes required of studio operators. This did not prove to be true. All of the original twelve completed the training and show promise of developing into capable studio operators after experience is gained working on the jobs they are now seeking. The printed bulletin circulated to all who answered the advertising was written in such a manner that the bulletin became a screening device. Negative selling was employed to discourage those who were not seriously interested. The following paragraph outlining the personal qualifications of those sought for training illustrates the method used:

"She is alert, ambitious and possesses more than average intelligence. She may have a college education but this is not essential. Some high school training is desirable. She is resourceful, thinks quickly and has the natural aptitude necessary to coordinate eye, ear, mind and hand. Musical training is not necessary, but an appreciation of music is helpful. The woman we are looking for may not drive a car, but if she does, her driving is better than average. She is not too young to realize the obligation of assuming responsibility nor is she too old to learn quickly and with minimum effort. She must be able to adapt herself to the people with whom she works, the conditions under which she works and the community in which she lives. She knows how to get along with people, exercises diplomacy and good judgment at all times. She is never late for work and she is never absent without good reason and after having made previous arrangements. We are looking for unusual women and the rewards to those who succeed will justify their efforts. If you don't think you measure up to these requirements, it is best to save your time and ours by continuing in your present employment or seeking a place in another field."

In addition to actual operating experience at the control consoles at the network studios, the following outline of subjects was covered during lecture periods: basic principles of acoustics, care and use of microphones, purpose and functions of studio control equipment, various types of program material, use of the volume indicator, mixing and fading, operating procedure, remote pickup operation, instantaneous lacquer of recording, operation of low powered broadcast transmitters, and qualifications of a good operator.

All of the students are securing restricted permits and many are now available for immediate placement with stations. NAB has cataloged the regional employment preferences of the graduates. Broadcasters desiring to employ any of these women or further information concerning training methods, etc., may obtain full particulars by communicating with the NAB Engineering Department, 1760 N Street, Northwest, Washington 6, D. C.

## KXOK'S "JOBS FOR HEROES" GETS RESULTS

"Jobs for Heroes" is a new 15-minute feature heard at 2:45 p.m. Mondays through Fridays over KXOK, St. Louis. On each program, Miss Virginia Davis interviews two honorably discharged war veterans, reviews their qualifications, and asks their preference regarding civilian employment. Prospective employers are invited to telephone or write the station.

Program went on the air with very little advance publicity—nevertheless, it was an immediate success. During the first two weeks, eighteen men and one ex-WAC were

interviewed. All received offers of employment with a big majority accepting jobs to their liking.

Veterans to be interviewed by Miss Davis are selected by KXOK in cooperation with the Veterans' Bureau of the U. S. Employment Service in St. Louis.

## KTSM BOOKLET ON EL PASO RADIO FORUM

Karl Wyler, KTSM, has published a booklet on The Radio Forum, station feature originated in June, 1943, and conducted with the cooperation of The Forum Advisory Board, representative El Paso citizens under the chairmanship of Dr. D. M. Wiggins, President, Texas College of Mines.

The booklet opens with a foreword by Wyler and statements by Dr. Wiggins and Joseph G. Bennis, vice-chairman of the Advisory Board, El Paso attorney. Comments are included from J. E. Anderson, Mayor of El Paso, also club, school and civic leaders.

Presented each Sunday evening at seven, The Radio Forum has discussed "Is Rationing Really Working?" "Is the Decreased Gas Ration for the Southwest Justified?" "Should Fathers Be Exempt from Selective Service?" "What Shall be Our Attitude Toward Russia?" "Juvenile Delinquency" and other public questions. Wyler has acted as moderator on several occasions. Participants and subjects are carefully selected by station management, in cooperation with the Advisory Board.

Plans for 1944 are being made at weekly meetings of the Advisory Board.

Wyler, Public Relations Chairman for NAB District 13, opens his foreword with the statement, "We here at KTSM feel a very well defined obligation toward the community which we serve." Remainder of foreword explains purpose of The Radio Forum and its function as a radio feature. The booklet, prepared for public distribution, doubtless may be obtained by other stations upon request.

(Send NAB stories about your station features.)

### WHAT ARE THEIR ADDRESSES?

You can help the armed forces by writing a letter.

Send letter to NAB with name and complete military address of former employees now in the service . . . provided these men are not now in army radio work and you believe they are not using their maximum abilities.

### WROK SPONSORS SHOWING OF WAR FILM

Cooperating with the NAB in arranging showings of the sound film, "War Department Report," radio station WROK, Rockford, lined up a civic premiere at the March 8 luncheon-meeting of the Rockford Lions club.

An audience of 200, including Lions club members, army officials, industrial, labor and civic leaders witnessed the presentation. Brig. Gen. James E. Baylis, Camp Grant commandant, was among the guests. Arrangements for the event were handled by Bill Traum, WROK promotion director. The premiere received considerable newspaper space and resulted in several industrialists making immediate arrangements to show the dramatic film to their workers.

## SCHEDULE — SOUTHERN TOUR — MARCH 1944

by

Dorothy Lewis

Coordinator of Listener Activities  
National Association of Broadcasters  
1760 N Street, Northwest, Washington 6, D. C.

NOTE: "Listeners and Broadcasters, Partners in Progress," "Radio, Instrument of Education," "Radio and the Community," "Broadcasting to the Youth of America," "Radio's Strategic Role in War and Postwar," are some of the subjects that Dorothy Lewis will discuss on this tour. She will address Radio Councils and will meet representatives of local organizations and educational groups for Radio Conferences to gain their reactions to radio's war effort and to radio programming. At a number of universities and colleges, students will join in round table discussions on the subject of radio. She will confer with local officers and members of the Association of Women Directors.

March 16—Lv. New York 10:30 a.m., Ar. Washington 2:25 p.m., Hotel Statler.

March 17—Washington, Children's Bureau, Dept. of Labor Conference, NAB headquarters.

March 18—Washington, Conferences, Lv. Washington 6:40 p.m.

March 19—Ar. Wallace, N. C. 7:10 a.m., c/o Mrs. J. D. Robinson, Wallace, N. C.

March 20—Raleigh, N. C., Conferences, Headquarters Station—c/o R. H. Mason, WPTF, Hotel—Sir Walter Raleigh.

March 21—Lv. Raleigh 7:20 a.m., Ar. Greensboro 10:15 a.m., Conferences, Headquarters Station—c/o Major Edney Ridge, WBIG, Hotel—O. Henry, Lv. Greensboro 9:10 p.m., Ar. Winston-Salem 9:50 p.m.

March 22—Winston-Salem, Conferences—Community Council, Headquarters Station—c/o Harold Essex, WSJS, Hotel—Robert Lee, Lv. Winston-Salem for Greensboro 9:20 p.m.

March 23—Ar. Spartanburg 2:10 a.m.—S. C. Conferences, Headquarters Station—c/o Roger A. Shaffer, WSPA, Hotel Franklin.

March 24—Lv. Spartanburg 2:10 a.m., Ar. Atlanta 7:30 a.m., Conferences at Athens & Atlanta, Headquarters Station—c/o John M. Outler, Jr., WSB, Hotel Biltmore.

March 25—Atlanta—Conferences, address same as above, Lv. Atlanta 9:30 p.m.

March 26—Ar. Nashville 7:30 a.m., Conferences Radio Council of Middle Tenn., Headquarters Station—c/o F. C. Sowell, WLAC, Hotel Hermitage.

March 27—Nashville—Conferences, address same as above, Lv. Nashville 8:00 p.m.

March 28—Ar. Louisville 2:25 a.m., Conference—Louisville Radio Council, Hotel Brown, Lv. Louisville 5:40 p.m., Ar. Cincinnati 9:05 p.m.

March 29—Cincinnati—Conferences, Headquarters Station—c/o Fred Palmer, WCKY, Hotel Gibson, Lv. Cincinnati 11:20 p.m.

March 30—Ar. Pittsburgh 7:00 a.m., Conferences, Headquarters Station—c/o J. E. Baudino, KDKA, Hotel William Penn, Lv. Pittsburgh 11:00 p.m.

March 31—Ar. New York 8:20 a.m.

## American Home Campaign Contest

"The Parents' Magazine (Parents Forum) radio scripts sent to radio stations each week as an educational feature are a 13-year-old feature," reports Dorothy Lewis, NAB Coordinator of Listener Activity. "That is one reason why it is appropriate to have them cooperating in the Ameri-

can Home Campaign of AWD through providing modest prizes for the letter contest among listeners on 'What I am Doing in My Home to Strengthen the Promise of a Happier Postwar World.' The Parents' Magazine is published in cooperation with four great Universities—Yale, Teachers College of Columbia, Iowa and Minnesota. All of these universities have been outstanding in their work in the children's field. While most women broadcasters are specialists in one or two phases of women's interests, such as nutrition, home economics, decorating, etc., many have had little background in child psychology. For this reason they welcome the Parents' Magazine authoritative human interest material on this subject."

## FEDERAL COMMUNICATIONS COMMISSION DOCKET

### HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, March 20. It is subject to change.

Wednesday, March 15

Oral Argument Before the Commission

Order No. 119.

Section 3.409. Requirements for making and preserving recordings or transcriptions of network programs.

## FEDERAL COMMUNICATIONS COMMISSION ACTION

### APPLICATIONS GRANTED

WPDQ—Jacksonville Broadcasting Corp. (licensee), Ernest D. Black, E. G. McKenzie and Mrs. Margaret Curtis (transferors), L. D. Baggs (transferee).—Granted consent to acquisition of control of Jacksonville Broadcasting Corp., licensee of Station WPDQ, from Ernest D. Black, E. G. McKenzie and Mrs. Margaret Curtis to L. D. Baggs, by the transfer of 18 shares, or 60 per cent, of the issued and outstanding capital stock, for a total consideration of \$180,325.75 (B3-TC-336).

KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Granted modification of construction permit (B4-ML-1157) for changes in ground system, subject to the conditions contained in the previous construction permit relating to blanketting and interference.

KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—Granted petition for reinstatement and grant of application for construction permit to change transmitter site, install directional antenna, change frequency from 1240 to 580 kc., and increase power from 250 watts to 1 KW; granted upon the conditions (1) that the construction will be in accordance with the Standards of Good Engineering Practice of the Commission; (2) in the event undue interference is caused to Mexican Station XEMU, the antenna would be readjusted to provide proper protection; and (3) in accordance with the procedure outlined in the Commission's January 26, 1944, policy.

### MISCELLANEOUS

Charles P. Blackley, Staunton, Va.—Granted motion for order to take deposition in re hearings on application of Charles P. Blackley for construction permit for new station at Staunton,

Va., application of WCHV for modification of license, and application of WFVA for modification of license.

WALB—Herald Publishing Co., Albany, Ga.—Granted authority to determine operating power by direct measurement of antenna power (B3-Z-1585).

The New York Times Co., New York, N. Y.—Placed in pending file application for construction permit for new high frequency (FM) broadcast station, in accordance with Commission policy of February 23, 1943 (B1-PH-154).

J. E. Rodman, Fresno, Calif.—Placed in pending file application for construction permit for new high frequency (FM) broadcast station, in accordance with Commission policy of February 23, 1943 (B5-PH-155).

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—Adopted an order granting petition for a continuance of the hearing on application for renewal of license; hearing continued to April 12, 1944. (Docket No. 6563)

### APPLICATIONS FILED AT FCC

#### 620 Kilocycles

KTAR—KTAR Broadcasting Co., Phoenix, Ariz.—Transfer of control of licensee corporation from Arizona Publishing Company to John J. Louis (50,000 shares common stock).

#### 690 Kilocycles

KOMA—KOMA, Inc., Oklahoma City, Okla.—Construction permit to change frequency from 1520 kc. to 690 kc., increase power from 5 KW to 10 KW, install new transmitter and directional antenna for day and night use. Amended: to omit request for installation of new transmitter and directional antenna and change requested power to 5 KW daytime and 500 watts night. (Facilities of KGGF)

#### 850 Kilocycles

WGBG—Greensboro Broadcasting Co., Inc., Greensboro, N. C.—Construction permit to change frequency from 980 kc. to 850 kc., change power and hours of operation from 1 KW daytime to 250 watts night, 1 KW daytime and limited hours of operation.

#### 990 Kilocycles

WPRA—Puerto Rico Advertising Co., Mayaguez, Puerto Rico.—Acquisition of control of licensee corporation by Andres Camara through purchase of 77 shares of common stock from Ralph Perez Perry.

#### 1050 Kilocycles

NEW—Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—Construction permit for a new standard broadcast station to be operated on 1050 kc., 250 watts power, daytime hours of operation.

#### 1230 Kilocycles

KCMC—KCMC, Inc., Texarkana, Texas.—License to cover construction permit (B3-P-3413) which authorized change in frequency from 1450 kc. to 1230 kc. and change in equipment.

KCMC—KCMC, Inc., Texarkana, Texas.—Authority to determine operating power by direct measurement of antenna power.

#### 1240 Kilocycles

KIUL—Garden City Broadcasting Co. (Homer A. Ellison & Frank D. Conard), Garden City, Kansas.—Construction permit to increase power from 100 watts to 250 watts and make change in transmitting equipment.

KIUL—Garden City Broadcasting Co. (Homer A. Ellison & Frank D. Conard), Garden City, Kansas.—Voluntary assignment of license to Frank D. Conard, tr/as Radio Station KIUL.

NEW—Rochester Broadcasting Corp., Rochester, N. Y.—Construction permit for a new standard broadcast station to be operated on 1240 kc., 250 watts power, unlimited hours of operation. Facilities of WSAY when vacated.

### 1250 Kilocycles

KWSC—State College of Washington, Pullman, Wash.—Authority to determine operating power by direct measurement of antenna power.

### 1400 Kilocycles

NEW—City of Sebring, Florida, Sebring, Fla.—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, 250 watts power and unlimited hours of operation.

### FM APPLICATIONS

NEW—Blue Network Co., Inc., New York, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47900 kc.** with coverage of 8,950 square miles.

NEW—Keystone Broadcasting Corp., Harrisburg, Pa.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44700 kc.** with coverage of approximately 4,000 square miles.

NEW—Louis G. Baltimore, Wilkes-Barre, Pa.—Construction permit for a new high frequency (FM) broadcast station.

NEW—Nashville Radio Corp., Nashville, Tenn.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46500 kc.** with coverage of 16,000 square miles.

NEW—York Broadcasting Co., York, Pa.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45100 kc.**, with coverage of approximately 1,550 square miles.

W2XWG—National Broadcasting Co., Inc., New York, N. Y.—License to change class of station from temporary Class II experimental high frequency broadcast station to a high frequency (FM) broadcast station (temporary facilities requested until construction completed under terms of B1-MPH-84 pending).

### TELEVISION APPLICATIONS

W3XWT—Allen B. Du Mont Laboratories, Inc., Washington, D. C.—Construction permit for reinstatement of W3XWT and to request a change in transmitter site, power from 1,000 watts aural and visual to 2,000 watts aural and 4,000 watts peak visual, change type of transmitters and change emission from A3 and A5 to special and A5.

NEW—Louis Wasmer, Inc., Spokane, Wash.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (**50000-56000 kc.**).

## 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 a cease and desist order should not be issued against them.

**Silogerm Company**—A complaint alleging misrepresentation of bacteria cultures sold under the name "Silogerm," and advertised as being beneficial in the treatment of ensilage, has been issued against Elbert W. Bishop, Willard R. Bishop, Harold S. Bishop and Evelyn M. Heigis, trading as Silogerm Co., Bloomfield, N. J. (5136)

### STIPULATIONS

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

**General Veterinary Laboratory**, 1704 Vinton St., Omaha, Nebr., entered into a stipulation to cease and desist from misrepresenting the therapeutic properties of veterinary preparations which it sells and recommends as effective in treating diseases of livestock and poultry. (3819)

**Vitamelk Bread, Inc.**, 212 Market St., Shreveport, La., and Dawe's Vitamelk Laboratories, Inc., 4800 South Richmond St., Chicago, stipulated that they will cease and desist from certain misrepresentations in connection with the sale of Vitamelk Enriched Bread. (3820)

**Reliable Home Equipment Co., Inc.**, 623 East Main St., Richmond, Va., stipulated that it will discontinue certain misrepresentations in connection with the sale of photographic enlargements. The stipulation also was signed by Henry J. Kaufman, trading as Henry J. Kaufman Advertising, Homer Bldg., Washington, D. C., who conducts an advertising agency which disseminated advertisements for the photographic enlargements sold by Reliable Home Equipment Co., Inc. (03200)

### CEASE AND DESIST ORDERS

The Commission issued no cease and desist orders last week.





## HVERLIN LEAVES BMI—JOINS MBS

Carl Haverlin, for the past four years Vice President in charge of Station Relations for Broadcast Music, Inc., has tendered his resignation effective April 1, to accept a position as Director of Station Relations for the Mutual Broadcasting System. He succeeds Richard F. Connor who recently resigned. Mr. Haverlin has been with BMI since its inception and has played a prominent part in its development.

## CLARK COMMITTEE HEARS INTERLOCHEN BAN STORY

Joseph E. Maddy, president of the National Music Camp at Interlochen, Michigan, vigorously protested before the Clark subcommittee of the interstate commerce committee of the United States Senate Monday, March 20, against the continued refusal of President James C. Petrillo of the American Federation of Musicians to permit broadcasts of music performed by student and amateur musicians.

Dr. Maddy declared the union had no right to forbid amateur broadcasting, and asked the Congress to protect musicians in the constitutional freedoms implicit in the Bill of Rights.

Non-commercial broadcasts for educational purposes are akin to public services and cannot legally be subject to closed shop and other commercial controls, he said.

"If taxi-drivers should declare that you and I could not drive on the public streets of a city, we would be in the position of the amateur broadcasters today," he said.

"But little imagination is required to foresee what will happen if the present situation is not curbed. In the not-too-distant future no speaker will be permitted to talk over the air unless he is a member of or has permission from some union."

The dictatorial policy of the A. F. of M. president, Petrillo, first came to wide public notice when he stopped the National Broadcasting Company on July 11, 1942, from broadcasting concerts of student musicians at Interlochen, which the NBC had carried as unpaid, sustaining summer features for 12 years. Later Petrillo stopped similar broadcasts from the Cincinnati Conservatory of Music and the Eastman School of Music, of Rochester, New York.

Dr. Maddy asserted a majority of union musicians do not support Petrillo's ban on the use of radio for music education. Maddy submitted to the Senate committee a detailed, specific list of instances disclosing Petrillo's long-continued hostility to use of radio for music education. The Interlochen affair, which aroused nation-wide indignation, was but one of a series of Petrillo attacks, Maddy said.

Dr. Maddy, who is a past-president of the Music Educators National Conference, reported that the Conference on March 6, 1942, in St. Louis, proposed a "code of ethics" to the A. F. of M. for mutual use of radio. Further, Maddy said it has been reported to him that Petrillo would make

a "reasonably satisfactory" arrangement about the Interlochen broadcasts if approached. Maddy said he rejected the idea.

"Chamberlain and Hitler worked out a 'reasonably satisfactory arrangement' at Munich, with final results we know all too well," he said. "I would prefer never to broadcast than to do so only with the permission of Petrillo or any other dictator.

"It matters little whether we broadcast again from Interlochen. But it is of the utmost concern of every American that the use of radio, the greatest avenue of communication and culture ever devised by man, shall not be denied our children—and their children,—and their children's children."

Petrillo's attitude is that the sole value of music is to provide a means for union musicians to earn money, Maddy declared.

"Mr. Petrillo has challenged the authority of the government of the United States of America. Do we accept that challenge? I for one will never cease to fight for the freedom of the air and the honor of being a free American."

Senators Clark, Chairman, McFarland and Tunnell of the subcommittee were joined in the hearing by Senators Vandenberg and Ferguson, both of Michigan.

## INFORMATION WANTED

One of the NAB member stations has been made the defendant in a suit wherein the plaintiff claims infringement of a radio idea. In correspondence and conversations which officials of the defendant station have had with the plaintiff and his counsel, it is indicated that this suit is the first of a series which will be started against other radio stations in the event of success in the first.

The basis of the suit is the infringement of a program idea involving a telephone quiz with a package identification angle tied in. It is highly desirable that the fullest possible information regarding this type of program be provided NAB by any station which has used it. We are particularly interested in obtaining information regarding any show of this type which was used prior to 1940. While there is general information to indicate that this type of show was used quite widely, it is specific information that is needed. Any station which has used this idea either before or since 1940 is urgently requested to send complete detailed information to the NAB Legal Department.

## CRYSTALS NOW AVAILABLE

The War Production Board has announced an amendment to General Conservation Order M-146 which controls the manufacture and use of quartz crystal oscillators, previously restricted to military requirements. The order, as amended, will now permit the manufacture of quartz oscillators and filters for commercial broadcast stations and other commercial communication systems.



NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W.

WASHINGTON

Phone NAational 2080

J. H. Ryan, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

## HUNDREDS ENTER WRVA CARELESS TALK SLOGAN CONTEST

The following story is reprinted from the Commonwealth of Virginia Civilian Defense News:

"Enemy ears are always near, if you don't talk they won't hear," was the winning slogan chosen by the judges in the Security of War Information contest held over station WRVA, Richmond, last month. Miss Mary Catherine Hensley, of Manakin, received a \$50 war bond as a gift for the winning slogan.

Mrs. Lawrence S. Epstein, of Richmond, received the second award, a \$25 war bond, with the slogan, "The less said; the less dead." The third winner, Mrs. Marne Bubeck, wife of Pvt. Marne F. H. Bubeck, of Camp Lee, was awarded a \$25 war bond for the slogan "War information known to you is not a secret if known by two."

The judging committee, headed by Governor Colgate W. Darden, Jr., as honorary chairman, was composed of J. H. Wyse, State OCD Coordinator; Major E. J. Carruthers, Military Intelligence; W. A. Murphy, Federal Bureau of Investigation; Lt. P. F. Kendig, Naval Intelligence, and Irvin Abeloff, Station WRVA.

The winning slogans were taken from hundreds of entries received by WRVA from all parts of Virginia and from a number of adjoining states. The successful contestants were announced over WRVA in a special broadcast at 6:30 p.m. on Thursday, March 2. Appearing on the program at this time were members of the Virginia Committee for Security of War Information.

(Send NAB your station's promotion stories.)

## "TELL US ABOUT RADIO" REQUEST BRINGS INTERESTING WGAR REPLY TO FOURTH GRADERS

When David Baylor, WGAR Program Director, received a simple "Tell us about radio" request from a group of fourth graders at Roosevelt School in Euclid Village, Ohio, he "took them on his knee," so to speak, and made a most interesting reply.

WGAR published his letter in pamphlet form and distributed it widely to schools in that area.

Here is Baylor's letter:

"You are all too young to remember it but there was a time when everybody didn't have a radio at home, that was many years ago before any of you were born. When maybe only one family in a whole neighborhood had a big box that looked like a window box with a lot of big knobs on the outside, that looked like little frying pans, and the loud speaker from which the sound came looked like the neck of a goose with a trombone where his bill should be, and the noises that came out of the loudspeaker sounded like a bunch of lions when they get fed at the zoo only worse. Now, our radios are nice looking with polished outsides, and great improvements inside, and instead of strange noises that came out, now we get all sorts of wonderful things—fine music, news from far away places, dramas, educational talks, and many other things.

Then there was a time too, that you're too young to remember, when there were only a few radio stations. One

in Pittsburgh, two in Chicago, one in Kansas City, one in Hastings, Nebraska, one in New York, and one in Los Angeles. Now there are 961 radio stations. In the early days there were only a few programs a day—maybe five or six on each station. Now each of the 961 stations has over 80 programs a day or over 70,000 radio programs altogether every day which are broadcast in the United States.

Let's pretend that we take the time of all these programs and put them together to make one long program that would run 24 hours a day for seven days a week—why it would take almost two years to listen to the whole program! But, of course, no one would want to stay up all night for two years. So let's suppose that you were going to do nothing but listen to the radio all the time you were in school, five days every week for 9 months, and you were going to listen to this same long program. You would listen from 9 o'clock in the morning until 3 in the afternoon; of course, you wouldn't listen while you were eating your lunch, so you'd listen five hours a day every Monday, Tuesday, Wednesday, Thursday, and Friday. If you did that you'd be 42 years old before the program ended. You would be out of school, through college, and have children of your own in school.

Now you have all seen a radio tube—that little glass thing inside the radio that looks like a light bulb. How many of those do you suppose it takes to run all the radios in the country (like the one you have at home)? Well, it takes about 65,000,000 of them! Let us suppose your daddy was to make all these tubes—suppose he could make 200 every day—it would take him almost a thousand years to make all of them!

And suppose you took all the aerial wires of all the radio sets in the United States and put them together into one long string—it would go around the world 17 times and have a piece left over long enough to reach from Miami, Florida to Honolulu. That's a pretty long piece of wire isn't it?

Now I have told you all of these things only to give you an idea of how big the radio broadcasting industry is now. But in a few years, when you are all out of school and have homes and radios of your own, it will be even bigger. When you boys come home from work or when you girls finish the dinner dishes, after you're married and have your own homes, you will sit down in the living room and turn on the radio, but you will not only hear the music, you will look into a round glass window in the radio set and you will see the orchestra playing, and you will see the colors of their coats and ties and faces—that's television—you've heard about it of course. Some of it will be in technicolor just like the Mickey Mouse cartoons are now in the movies.

Then, in years to come, you will have in your home a box that will look something like a radio set that will print your newspaper for you. You just turn it on when you go to bed and when you get up you go to the box and tear off a long sheet of paper which will have all the news, the comics, and everything printed on it—that machine is called "facsimile", but it can't be built now because the government needs all the parts for radios used in winning the war. Radio will do a lot of things for us in years to come that we don't think about today. For example, when you grow up and build or buy a home of your own, you'll have a different kind of doorbell. Let us suppose you are in the kitchen when the doorbell rings. You will turn a little switch on the wall, a light will go on behind a little screen and in the screen you will see the face of the person who is at the door—that will be television too. And when you drive into your driveway, you will turn a little switch on the dashboard of your car, this turns on a little broadcasting transmitter in your car and this transmitter will send out radio waves which will turn another switch and the doors open up and the light goes on in your garage without anyone ever touching it. All of these things have been done with radio already, but we have to wait until after the war before the factories can start making all of these things.

Then you've heard about the helicopter—that amazing aeroplane that everybody will have after the war, haven't you? Well, imagine you are flying home from work in your helicopter some evening—you just pick up a microphone which hangs on the instrument panel, turn on

## NRDGA PROMOTION CLINIC

Lew Avery, NAB Director of Broadcast Advertising, spent several days this week in conference with officials of the NRDGA Promotion Division in planning radio's participation at the forthcoming Promotion Clinic to be held at the Netherlands-Plaza Hotel, Cincinnati, April 4, 5 and 6. All three of the sessions, morning, luncheon, and afternoon, of the 6th have been set aside so that radio may present its story to this prominent and important group of retailers. The entire Sales Managers Executive Committee, as well as the Research Committee, will be present. Full details of the plans and reservation blanks for those desiring to attend will be sent out in a special bulletin within the next day or two.

your short wave radio and you say "Calling Mrs. Smith—Calling Mrs. Smith—this is your husband—I'm 12 minutes from home—you can put the potatoes in the oven—that is all". Mrs. Smith will push a button in the kitchen and speak into a microphone there and say "Calling Mr. Smith—Calling Mr. Smith—all right honey—but watch out for Wilbur's bicycle when you land—he left it in front of the garage—that is all."

That sounds kind of funny, doesn't it? But remember when Abraham Lincoln was President no one ever thought you would be able to talk to a man in London from New York just as though he were on the other side of your backyard fence, but today, by radio you can. When the Japs bombed Pearl Harbor the whole world knew about it seven minutes after it happened, but when George Washington was elected President, he didn't hear the news himself until two weeks later—and some of the other people in the country didn't hear about it for six months or a year. Imagine not knowing who got elected President until six months after the election was over! But today, with radio we know within a few minutes after the votes are counted and within an hour the elected President speaks on the radio, thanking everybody who voted for him.

In radio a lot of strange things are done to make various noises. For example, you have heard the sound of fire on the air. Do you suppose someone builds a bonfire in the studio whenever the noise of fire is needed? No, a man just crumples a Cellophane wrapper from a package of cigarettes in front of a microphone. When the bad men in the Lone Ranger story blow up the dam, the noise is made by taking a regular basketball bladder, putting some B-B shots inside, blowing it up, and shaking it in front of the microphone. That makes a sound like a great big explosion. When the Lone Ranger gallops away shouting "Hi-ho Silver", the noise of Silver's hoofs is made by a man who takes two half coconut shells and pounds them upon a table, but you think they are horses—for that's exactly what it sounds like. Suppose you hear the sound of a gun shot on a radio program. Well, it really isn't a gun shot at all—it's a man hitting a leather cushion with a thick yardstick. There are lots of other strange ways to make noises on the radio, and these are only a few of them.

I could probably go on for pages and pages telling you things about what radio has done and what it will do in years to come, because there are so many things to tell. But all of you will learn about them as you go on through school. As a matter of fact, perhaps some of you in this very room will be doing something to help radio accomplish some of the things I am telling you. Radio will have to have a lot of new people—young people like yourselves who have ideas and energy and enthusiasm. It will be a very interesting world you will live in when you get

out of school and it will depend on you to make and keep it interesting. You folks are going to live in the most wonderful world anyone has ever seen. I'd be awfully happy if I could be ten years old again and live in that world with you."

## ROCHESTER HOSPITAL COUNCIL BROADCASTS

Last October the Public Relations Department of the Strong Memorial Hospital, Rochester, New York, sent the following letter to Rochester radio stations:

"Radio can render great service to the staffs of the hospitals by reminding the public of the problem which relatives and friends create when they make unnecessary calls about patients.

Each telephoned inquiry about the condition of a patient takes the time of at least two people, sometimes three or four. Emergency calls are blocked and time taken that should be given to hospital routine of the care of patients. Hospitals sometimes have over eighty calls about the condition of one patient.

Radio can persuade friends and relatives to phone the nearest of kin for information, rather than the hospital, and also ask those relatives to phone late enough in the morning—after nine o'clock—to get completed records without calling nurses for information.

Hospitals frequently receive curiosity calls that are very troublesome, since they mean hunting through every possible record for a patient who is not in the hospital. The inquirer just heard or read that somebody he knew might be in the hospital. Especially vexing are the inquirers who cannot spell the name of the patient, sometimes do not know it—only the ailment."

To meet these needs, the Public Relations Department at the Strong Hospital, Rochester, N. Y., drafted five scripts which were edited and broadcast by the Rochester Hospital Council over WHAM on "Women Only" and on a noon-hour show on WHEC. The results were soon obvious. Unnecessary telephone calls dropped to a comfortable low, and visiting restrictions were accepted cheerfully, and, as a rule, obeyed.

The Hospital Council added eight more scripts, giving general information about hospitals, making a series of thirteen broadcasts. The titles of the series are as follows:

1. Hospital Telephone Calls
2. Visiting Restrictions
3. Visitors as the Nurses See Them
4. Visitors from the Doctor's Point of View
5. Review
6. Rochester Hospitals
7. Ambulance Service
8. Hospitals vs. Hotels
9. Helping Folks to Get Well
10. The Hospital 40 Years Ago and Today
11. 35 Days in the Hospital or 14?
12. The Hospital Goes to Picture Making
13. Victuals and Vitamins

If you can use such material, you may send to Marion Gleason, Public Relations, Strong Memorial Hospital, Rochester, N. Y., or to Mr. William Fay, Station WHAM, or Mr. Clarence Wheeler, WHEC, Rochester.

## WOMEN STAFF NEW NBC SHOW

Women at NBC have assumed complete responsibility for a new program, "Now is the Time," which makes its premiere tomorrow (25) at 9:30 a.m., EWT. Nancy Osgood of the Network's Washington staff, will direct the program.

Control-room engineer will be Muriel Kennedy who was a secretary to radio executives, a tube inspector in a radio factory and general factotum in small stations before becoming a full-fledged engineer.

Marjorie Ochs, who spent a large part of last year on the

road with Glenn Miller's "I Sustain the Wings," will make with the sound effects.

Priscilla Kent is writing the scripts for the show which will be narrated and femceed by Ernesta Barlow, "Commando Mary."

### FCC'S JORGENSEN TO NAVY

Norman E. Jorgensen, Assistant to Chairman James Lawrence Fly, will report to the Navy March 24 as a Lieutenant (Junior Grade) in the Navy Bureau of Supply and Accounts. Mr. Jorgensen will report to the Naval Officers Training School at Babsons Institute, Babson Park, Massachusetts.

Before coming to the FCC in April 1943, Mr. Jorgensen worked in the sales department of the Firestone Tire & Rubber Company during 1933, and through 1940 was employed by Chalmers and Co., merchandise distributors, Iron Mountain, Michigan, where he became sales manager. Mr. Jorgensen is a graduate of the University of Chicago law school where he was Editor-in-Chief of the Law Review.

### F.C.C. APPROPRIATIONS CUT

The Senate, on March 20, 1944, rejected three amendments proposed by Senator Meade for the restoration of \$2,000,000.00 to the Federal Communications Commission which had been cut by the Senate Appropriations Committee.

## FEDERAL COMMUNICATIONS COMMISSION DOCKET

### HEARINGS

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

Wednesday, March 29

Consolidated Hearing

NEW—Charles P. Blackley, Staunton, Va.—C. P. 1240 kc., 250 watts; unlimited.

WCHV—Charles Barham, Jr., and Emmalou W. Graham, d, b as Barham and Barham, Charlottesville, Va.—Mod. of License. 1240 kc., 250 watts; unlimited.

WFVA—Fredericksburg Broadcasting Corporation, Fredericksburg, Va.—Mod. of License. 1240 kc., 250 watts; unlimited (except on Sunday when WBBL operates).

Friday, March 31

KVAN—Vancouver Radio Corporation, Vancouver, Wash.—C. P. 930 kc., 250 watts, night; 500 watts, day; unlimited.

## FEDERAL COMMUNICATIONS COMMISSION ACTION

### APPLICATIONS GRANTED

KMLB—J. C. Liner, Jr. (Transferor), Mrs. Melba Liner Gaston (Transferee), Liner's Broadcasting Station, Inc., Monroe, La.—Granted consent to relinquishment of control by J. C. Liner, Jr., of Liner's Broadcasting Station, Inc., licensee of station KMLB, through transfer of 498 shares of capital

stock to his sister. No monetary consideration involved (B3-TC-360).

KWK—Grace C. Convey (Transferor), Robert T. Convey (Transferee), Thomas Patrick, Inc. (Licensee), St. Louis, Mo.—Granted consent to transfer of control of Thomas Patrick, Inc., licensee of station KWK, from Grace C. Convey to Robert T. Convey (B4-TC-353).

KOVC—Milton Holiday, Herman Stern and E. J. Pegg (Transferors), Robert E. Ingstad (Transferee), KOVC, Inc., Valley City, N. Dak.—Granted consent to acquisition of control by Robert E. Ingstad of KOVC, Inc., by transfer of 112 shares, or 56% of issued and outstanding capital stock of licensee for a total consideration of \$3,920 (B4-TC-356).

WLAW—Alexander H. Rogers, Deceased (Transferor), Irving E. Rogers, Harold B. Morrill and National Shamut Bank of Boston, co-executors under the will of Alexander H. Rogers, deceased (Transferees), Hildreth & Rogers Co., Lawrence, Mass.—Granted consent to involuntary transfer of control of Hildreth & Rogers Co., licensee of station WLAW, from Alexander H. Rogers, deceased, to Irving E. Rogers, Harold B. Morrill & National Shamut Bank of Boston, co-executors, under the will of Alexander H. Rogers, deceased.

WKIP—Richard E. Coon (Transferor), Poughkeepsie Newspapers, Inc. (Transferee), Poughkeepsie Broadcasting Corp., Poughkeepsie, N. Y.—Granted consent to transfer of control of Poughkeepsie Broadcasting Corp., licensee of station WKIP, from Richard E. Coon to Poughkeepsie Newspapers, Inc., for a total consideration of \$10,600, representing 80 shares or 20% of preferred stock and 480 shares or 60% of the common stock (B1-TC-325).

W2XBD—General Electric Co., Schenectady, N. Y.—Granted renewal of ST broadcast station license for the period ending April 1, 1945.

W9XUI—State University of Iowa, Iowa City, Ia.—Granted renewal of experimental television station license for the period ending February 1, 1945.

E. Anthony & Sons, Inc., Hyannis, Mass.—Granted request to assignment of call letters WOCB to the new station authorized on March 7.

### DOCKET CASE ACTION

The Commission has announced its Proposed Findings and Conclusions (B-198) proposing to grant the application of KSJB, Jamestown Broadcasting Co., Inc., for modification of license to change the operating assignment from 1440 kc., 250 watts, unlimited time, to 600 kc., with power of 100 watts night, 250 watts day; granted conditionally.

In its Conclusions the Commission states:

1. The operation of KSJB on the frequency 600 kc., with power of 100 watts night, 250 watts day, will provide daytime service over a greatly increased predominantly agricultural area, including a substantially increased population thinly scattered over this area; it will enable the applicant to secure a network affiliation with Columbia Broadcasting System, thereby making it possible to bring to a majority of this increased area and population Columbia programs not theretofore enjoyed by them; and it will not result either day or night in increased interference, in excess of the limits prescribed by the Commission's rules, regulations, and Standards, to any existing station. Although such operation will result in increased interference to Station WMT, Cedar Rapids, Iowa, this interference does not occur within the normally protected (2.5 mv/m) contour, and the population which will be deprived of the service of Station WMT already receives primary service from one or more standard broadcast stations. (See Table IV, note 1, Standards of Good Engineering Practice.)

2. A slight increase in interference will result to Station CFQC from the nighttime operation of Station KSJB on 600 kc. with 100 watts power.

3. The granting of a modification of license for the operation of Station KSJB on 600 kc. with 100 watts power nighttime and 250 watts power daytime would tend toward a fair, efficient, and equitable distribution of radio service as contemplated by the Communications Act of 1934, as amended.

4. Public interest, convenience, and necessity will be served by the granting of a modification of license for the operation of Station KSJB on 600 kc. with 100 watts power nighttime and 250 watts power daytime, subject to the condition that as soon as materials again become available the applicant will, upon authorization of the Commission, make full use of the frequency in accordance with the Rules and Regulations of the Commission.

## LICENSE RENEWALS

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

KDKA, Pittsburgh; KEVR, Seattle; KGDM, Stockton, Cal.; KPMC, Bakersfield, Cal.; KRLD, Dallas; KSL, Salt Lake City; KYW, Philadelphia; WCAZ, Carthage, Ill.; WCKY, Cincinnati; WHAM, Rochester, N. Y.; WJAG, Norfolk, Neb.; WLAC, Nashville, Tenn.; WMBI, Chicago; KNX, Los Angeles; WCAR, Pontiac, Mich.; WGNY, Newburg, N. Y.; WTAM, Cleveland; WTOP, Washington, D. C.; KMOX, St. Louis; WLIB, and auxiliary, Brooklyn; WHAM, Auxiliary, Rochester, N. Y.

WGPC—J. W. Woodruff and J. W. Woodruff, Jr., d/h as Albany Broadcasting Co., Albany, Ga.—Granted renewal of license for the period ending October 1, 1945.

WPAD—Paducah Broadcasting Co., Inc., Paducah, Ky.—Granted renewal of license for the period ending October 1, 1945.

KOAM—The Pittsburgh Broadcasting Co., Inc., Pittsburg, Kans.—Granted renewal of license for the period ending November 1, 1946.

WHEB—WHEB, Inc., Portsmouth, N. H.—Granted renewal of license for the period ending November 1, 1946.

KEYS—Earl C. Dunn, Charles W. Rossi, H. B. Lockhart and E. C. Hughes, d/b as Nueces Broadcasting Co., Corpus Christi, Texas.—Granted renewal of license for the period ending December 1, 1945.

KOMA—KOMA, Inc., Oklahoma City, Okla.—Present license granted on a temporary basis only for the period ending May 1, 1945, upon the express condition that it is subject to whatever action may be taken by the Commission upon the pending application for renewal of license. Nothing shall be construed as a finding by the Commission that the operation of the station is or will be in the public interest beyond the express terms hereof.

WOWO—Westinghouse Radio Stations, Inc., Ft. Wayne, Ind.—Present license extended upon a temporary basis to May 31, 1944.

WBAX—John H. Stenger, Jr., Wilkes-Barre, Pa.—Temporary license for station WBAX further extended for a period of 90 days or until June 24, 1944.

WJW—WJW, Inc., Cleveland, Ohio.—Granted license (B2-L-1784) to cover construction permit which authorized installation of a new transmitter and directional antenna for day and night use, increase in power to 5 kilowatts, change in frequency to 850 kc., and move transmitter and studio from Akron to Cleveland; conditions. Also granted authority to determine operating power by direct measurement (B2-Z-1566).

## MISCELLANEOUS

KFAR—Midnight Sun Broadcasting Co., Fairbanks, Alaska.—Granted authority to determine operating power by direct measurement of antenna power under special service authorization in accordance with Sec. 3.54 (B-Z-1586).

In accordance with the Commission's policy adopted February 23, 1943, the following applications for new FM broadcast stations were placed in the pending file:

Commodore Broadcasting, Inc., Decatur, Ill. (B4-PH-161 and 162); Maryland Broadcasting Co., Baltimore, Md. (B1-PH-163); The Monumental Radio Co., Baltimore, Md. (B1-PH-175); Plaza Court Broadcasting Co., Oklahoma City (B3-PH-173); Southland Industries, Inc., San Antonio, Texas (B3-PH-156); Susquehanna Broadcasting Co., York, Pa. (B2-PH-160); Telegraph Herald, Duquaque, Iowa (B4-PH-159); Westchester Broadcasting Corp., White Plains, N. Y. (B1-PH-176).

KVAN—Vancouver Radio Corp., Vancouver, Wash.—Denied petition for reconsideration of Commission action of December 7, 1943, in designating for hearing application for construction permit to make changes in equipment, and operate unlimited time on 930 kc., with 250 watts night, 500 watts day.

The Commission approved a power of attorney for the affairs of Louis Wasmer, licensee of station KGA, Spokane, Wash., appointing John C. Kendall, Archibald W. Witherspoon and Eustace Le Master, jointly and/or severally, his attorneys in fact with respect to operation of station KGA.

The Commission also approved power of attorney for Adelaide B. Esch, wife of W. Wright Esch, with respect to the operation of station WMFJ, Daytona Beach, Fla.

## APPLICATIONS FILED AT FCC

### 560 Kilocycles

WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Modification of license to change location of main studio from Gary, Indiana, to 230 N. Michigan Ave., Chicago, Ill.

### 600 Kilocycles

WCAO—The Monumental Radio Co., Baltimore, Md.—Construction permit to install vertical dipole (FM antenna) on top of North Tower of WCAO.

### 690 Kilocycles

KGGF—Hugh J. Powell, Coffeyville, Kan.—Modification of Construction Permit (B4-P-3519 as modified, which authorized installation of new transmitter) for extension of completion date from 4-22-44 to 7-22-44.

### 900 Kilocycles

KLCN—Fred O. Grimwood, Blytheville, Ark.—Voluntary Assignment of License to Harold L. Sudbury.

### 1070 Kilocycles

WIBC—Indiana Broadcasting Corp., Indianapolis, Ind.—License to cover Construction Permit (B4-P-3335) which authorized increase in power and changes in directional antenna.

WIBC—Indiana Broadcasting Corp., Indianapolis, Ind.—Authority to determine operating power by direct measurement of antenna power.

### 1280 Kilocycles

WDSU—WDSU, Inc., New Orleans, La.—License to use former licensed W.E. 96021—1 kilowatt transmitter for auxiliary purposes, AMENDED to change name of applicant to E. A. Stephens, Fred Weber and H. B. Wall, d/h as Stephens Broadcasting Co.

### 1320 Kilocycles

NEW—Upstate Broadcasting Corp., Saranac Lake, N. Y.—Voluntary transfer of control of licensee corporation from Carl F. Woese to John F. Grimes (250 shares common stock).

### 1340 Kilocycles

NEW—George T. Morris, Wilmer D. Lanier and J. Newton Thompson, d/b as Dublin Broadcasting Co., Dublin, Ga.—Construction permit for a new standard broadcast station to be operated on 1340 kc., 250 watts power and unlimited hours of operation.

NEW—Western Radio Corp., Pasco, Wash.—Construction permit for a new standard broadcast station to be operated on 1340 kc., 250 watts power and unlimited hours of operation.

### 1480 Kilocycles

WHOM—New Jersey Broadcasting Corp., Jersey City, N. J.—Special Service Authorization to operate with main studio at 29 West 57th St., New York, N. Y., for the period ending 8-31-44.

### 1490 Kilocycles

WELO—Birney Imes, Jr., Tupelo, Miss.—Modification of Construction Permit (B3-P-3555 which authorized construction of a new standard broadcast station) for approval of transmitter and studio sites.

## FM APPLICATIONS

NEW—The Hampden-Hampshire Corp., Holyoke, Mass.—Construction permit for a new High Frequency (FM) broadcast station to be operated on 44.100 kc., with coverage of 14,340 square miles.

NEW—Sharon Herald Broadcasting Co., Sharon, Penna.—Construction permit for a new High Frequency (FM) broadcast station to be operated on 45.900 kc., with coverage of 11,030 square miles.

NEW—Edwin H. Armstrong, C. M. Jansky, Jr., and Stuart L. Bailey d/h as FM Development Foundation, Olney, Md.—

Construction permit for a new High Frequency (FM) broadcast station to be operated on **43,900 kc.**, with coverage of 18,844 square miles.

- NEW—Onondaga Radio Broadcasting Corp., Syracuse, N. Y.—Construction permit for a new High Frequency (FM) broadcast station to be operated on **45,900 kc.**, or other available frequency with coverage of 6,745 square miles.
- NEW—Montgomery Broadcasting Co., Inc., Montgomery, Ala.—Construction permit for a new High Frequency (FM) broadcasting station to be operated on **43,500 kc.**, with coverage of 17,299 square miles.
- NEW—Illinois Broadcasting Corp., Quincy, Ill.—Construction permit for a new High Frequency (FM) broadcast station to be operated on **44,100 kc.**, with coverage of approximately 15,300 square miles.
- NEW—WIBM, Inc., Jackson, Mich.—Construction permit for a new High Frequency (FM) broadcast station to be operated on **49,500 kc.**

### TELEVISION APPLICATIONS

- NEW—Radio Corporation of America, Area of Camden, N. J.—License for reinstatement of experimental television relay broadcast station W3XAD to be operated on **321000-327000 kc.**, power of 500 watts peak, A5 and A3 Emission.
- NEW—Radio Corporation of America, Camden, N. J.—License for reinstatement of experimental television broadcast station W3XEP to be operated on Channel #5 (**84000-90000 kc.**), power of 50 kilowatts peak, A5, A3 and Special Emission.
- NEW—Havens & Martin, Inc., Richmond, Va.—Construction permit for a new Commercial Television Broadcast Station to be operated on Channel #3 (**66000-72000 kc.**), with power of 3 kilowatts for aural and 4 kilowatts (peak) for visual.
- NEW—The Crosley Corp., Cincinnati, Ohio.—W8XCT—Modification of Construction Permit (B2-PVB-23 as modified which authorized construction of a new experimental television broadcast station) for extension of completion date from 4-28-44 to 10-28-44.
- NEW—Bamberger Broadcasting Service, Inc., Washington, D. C.—Construction permit for a new Commercial Television Broadcast Station to be operated on Channel #4 (**78000-84000 kc.**).
- NEW—Bamberger Broadcasting Service, Inc., Philadelphia, Penna.—Construction permit for a new Commercial Television Broadcast Station to be operated on Channel #7 (**102000-108000 kc.**).

### MISCELLANEOUS APPLICATIONS

- NEW—City of New York, Municipal Broadcasting System, Area of New York, N. Y.—Construction permit for reinstatement of WNYD for new relay broadcast station to be operated on **1622, 2058, 2150, 2790 kc.**, power of 40 watts and A3 Emission.
- NEW—City of New York, Municipal Broadcasting System, Area of New York, N. Y.—Construction permit for reinstatement of WNYG for new relay broadcast station to be operated on **1622, 2058, 2150, 2790 kc.**, power of 40 watts and A3 Emission.
- NEW—School District, City of Bay City, Bay City, Mich.—Construction permit for a new non-commercial educational broadcast station.
- NEW—Board of Education of the City of Atlanta, Atlanta, Ga.—Construction permit for a new non-commercial educational broadcast station.

NEW—Indiana Broadcasting Corp., Indianapolis, Ind.—Voluntary transfer of control of licensee corporation from H. G. Wall, Margaret B. Wall and Thelma M. Lohnes to Indianapolis News Publishing Company, Inc. (1000 shares common stock).

WGEX—General Electric Co., S. Schenectady, N. Y.—License to cover construction permit (B1-PIB-53) which authorized construction of a new International Broadcast Station.

WABC-FM—NEW—Columbia Broadcasting System, Inc., New York, N. Y.—Construction permit to make changes in the antenna system.

## 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.

**Cecil Malk, Inc.**, 202 Livingston St., Brooklyn, retailer of women's suits, coats and other garments, is charged in a complaint with violation of the Wool Products Labeling Act and the rules and regulations promulgated thereunder. (5138)

**Irene Karol**—A complaint has been issued charging Max Orenstein and Louis Karpf, trading as Irene Karol, 880 Washington Ave., St. Louis, with failing to disclose to purchasers the rayon content of certain garments they manufacture. (5139)

**Marine Products Company**—Violation of the brokerage section of the Robinson-Patman Act is alleged in a complaint issued against Marine Products Co., 3370 Harasthy St., San Diego, Calif., engaged in the sale of canned sea food products in its own name and for its own account. (5137)

### STIPULATIONS

During the past week the Commission announced no stipulations.

### CEASE AND DESIST ORDERS

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

**H. D. Shipp Co., Inc.**, 12 South Capitol Ave., Indianapolis, and its president, H. D. Shipp, have been ordered to discontinue representing in advertising matter or otherwise that a drinking glass they sell under the name "Sneaker" will camouflage or eliminate the objectionable taste of liquids drunk from it. (4986)

## SELECTIVE SERVICE DEVELOPMENTS

Recent developments in the selective service situation have been carefully followed by NAB. Close liaison has been established with the Federal Communications Commission. On Thursday (30) Commissioner E. K. Jett, Chairman, Coordinating Committee, Board of War Communications, appeared before the Inter-Agency Committee on Occupational Deferments headed by Paul V. McNutt and spoke on the need for deferments for men in critical occupations in the common carrier communications industry.

While Mr. Jett was speaking with specific respect to common carrier communications the following paragraphs from his introduction are equally applicable to broadcasting and other communications services: "Communications need and must have effective representation in the making of policy on draft deferment for employees in the industry. \* \* \* Men in the critical occupations are performing operations and vital maintenance work without which the service would depreciate rapidly and shortly would break down completely."

Speaking with specific reference to the international communications industry, Commissioner Jett said, "The Board of War Communications urges that deferments of all men in critical occupations in the international, as well as domestic communications industry, be considered entirely upon the basis of the work each man performs. Under such procedures as may be set up to administer this problem, the facts concerning the occupational necessity of the individual can be examined thoroughly. The Board feels most strongly that this procedure will yield results most favorable for the prosecution of the war."

Mr. Jett gave some convincing figures with reference to the total number of employees engaged in the common carrier communications industry and the numbers that will be affected by any change in the critical occupation list. He spoke of the training programs which have been instituted and of the results which they had produced. With respect to the latter he observed that they have not yielded an adequate number of workers. The experience of the common carrier communications industry in the field of worker training applies equally to radio broadcasting.

In conclusion Commissioner Jett said, "Lastly, the BWC urges most strongly that whatever consideration is given to men under 26 should **not** weaken the protection of men over 26 in these critical occupations. To do so would actually be disastrous." Referring to the men in the age group 26 through 37 who are engaged in critical occupations in the common carrier communications field, he said: "These men by virtue of their greater experience and age hold the most responsible positions in the technical branches of the industry and in an absolute sense, they are irreplaceable. To repeat, the Board takes the position that the war effort will best be served if deferments of men in critical occupations \* \* \* are handled on an individual basis. The primary consideration should be the

job the man does and the situation of the company and the community where he is employed."

In his closing paragraph Mr. Jett said, "The situation is equally important with respect to many of the non-common carrier services including broadcasting, both domestic and international, aviation, police, maritime, etc. Indeed, there are about 50 different radio, wire and cable services to be considered. However, due to the shortage of time we have been unable to get complete data for services other than those I have already discussed. The Board of War Communications urges that all of them be given full and sympathetic consideration in adopting policy with respect to deferments in critical occupations."

Following the above meeting which was held in the morning Commissioner Jett was to present to the Board of War Communications information with respect to the radio broadcasting industry and it is expected that BWC will recommend representations before the War Manpower Commission with respect to necessary men in radio stations.

**It was made quite clear by Chairman Paul V. McNutt that his committee is now dealing only with the question of occupational deferment with respect to men in the age group 18 through 25.** Some State Selective Service Directors, as well as members of local and appeals boards, have apparently misinterpreted the recent statement of President Roosevelt and the releases from national Selective Service headquarters, in which it was stated that after March 14 occupational deferment would be granted only upon specific recommendation of the State Selective Service Director.

It was specifically stated in the release from national Selective Service headquarters that this policy applies only to men in the age group 18 through 25 (See NAB Selective Service Handbook Supplement No. 18). Nevertheless, some statements have been made that imply that the policy is applicable to all occupational deferments in the broadcasting industry. Selective Service officials state that radio broadcasting has not been removed from the list of essential industries and that the occupations defined as necessary men still prevail with respect to men 26 to 38. Every effort should be made to bring this matter to the attention of local and appeal boards whenever the question arises.

## WLB TO CONSIDER PETRILLO MATTER

The War Labor Board has tentatively set Friday, April 7, for the hearing of the Report and Recommendations of its Panel with respect to the recording ban. While there is some possibility that one or the other of the parties will request a continuance, or the Board may itself determine upon a later time, it is confidently felt that the hearing will be held on that day. Representatives of the recording manufacturers and the A. F. of M. have filed briefs and will, it is understood, present oral argument.



NATIONAL ASSOCIATION OF BROADCASTERS

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Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

## SALES MANAGERS EXECUTIVE AND RESEARCH COMMITTEES WILL MEET IN CINCINNATI

The NAB Research and Sales Managers Executive Committees will hold a joint meeting at the Netherland Plaza Hotel in Cincinnati on Tuesday, April 4. The agenda includes a discussion of audience measurement and a review of the proposed standards for the determination of coverage maps.

The second day, Wednesday, April 5, will be devoted to separate meetings of the two groups. The program for the Sales Managers includes a review of the participation of the group in the Promotion Clinic of the National Retail Dry Goods Association, a discussion of plans for the participation of NAB in the Proprietary Association Advertising Clinic in New York on May 16, a report of the industry reaction to the proposed continuing discount clause and a discussion of future activities of the Sales Managers Executive Committee.

### Sales Managers Participate in NRDGA Promotion Clinic

As reported in Broadcast Advertising Bulletin No. 9, March 24, plans are now complete for the broadcast advertising day on Thursday, April 6, at the Promotion Clinic of the NRDGA. The morning and afternoon sessions will be devoted to a discussion of the questions most frequently asked by retailers about the use of broadcast advertising. Two of those most often voiced are:

What is being done to help retailers benefit from radio?  
What are the best means of using radio?

The panel to represent broadcasters in the discussion will probably include: Co-Chairman, Dietrich Dirks, KTRI, Chairman of the Sales Managers Executive Committee; C. K. Beaver, KARK; Thomas D. Connolly, CBS; Walter Johnson, WTIC, and John M. Outler, Jr., WSB.

### Joyce Forecasts Television at Thursday Luncheon

Another question which retailers repeatedly ask is: What part will television play in the future? To answer this question, the NRDGA has invited Thomas F. Joyce, Manager, Radio, Phonograph & Television Department, RCA Victor Manufacturing Company, to speak at the luncheon meeting on Thursday. Mr. Joyce, whose talk before the Sales Executives Club of New York two weeks ago attracted the largest attendance in the history of the club, is expected to cover the subject from the many angles in which retailers are interested, ranging from the sale of television receivers to the use of the medium by department stores.

## ADVERTISERS WAR EFFORT CONTRIBUTION

The War Advertising Council included in their recently released annual report an estimate of the value of time and space devoted by advertisers to major war theme messages to the home front during the year 1943. The figures are as follows:

War Theme	Advertising Support
War Bonds	\$ 88,840,590
Food	46,586,794
Conservation	38,927,109
Armed Services	30,835,335
Manpower	21,633,792
Anti-Inflation	11,304,864
National War Fund	10,899,591
Red Cross	10,616,014
Don't Travel	8,802,898
Civilian Services	4,719,624
Information Security	392,828
Housing	182,675
Forest Fire	127,824
Miscellaneous (This classification covers war themes not included above, as well as ads that contain multiple war theme appeals.)	53,920,435
<b>TOTAL</b>	<b>\$327,790,373</b>

In the NAB REPORTS of March 10, the Research Department estimate of the total value of radio's contribution (sponsored and sustaining) to the war effort in 1943 was shown to be \$202,150,500. In the description of the estimate it was pointed out that \$81,000,000 of that amount was the value of time "devoted directly to some phase of the Government's war program given on a sponsored or commercial basis." This amount is included in the \$352,650,000 estimated by the War Advertising Council. It is not made clear in the Council's annual report whether their total estimate includes the value of talent contributed by radio. If it does, the Research Department estimates that from \$20,000,000 to \$25,000,000 would be added as the value of the Radio Advertiser's contribution.

## OREGON-WASHINGTON BROADCASTERS MEET

On March 24 and 25 the Oregon-Washington broadcasters held a series of meetings in Portland, Oregon. The morning of the 24th, broadcasters from the two states met separately for the purpose of holding the elections for their state associations. The Washington broadcasters adopted new by-laws and elected the following officers: Harry R. Spence, KXRO, President; Loren B. Stone, KIRO, Vice President; Robert E. Priebe, KRSC, Secretary-Treasurer; R. G. McBroom, KFIO, Trustee; and J. A. Murphy, KIT, Trustee. The outcome of the Oregon Broadcasters Association election has not yet been reported.

On Saturday, March 25, a meeting of the sales managers of the 17th NAB District, which embraces Oregon and Washington, was held. Hal E. Short, manager of the advertising agency in Portland bearing his name, Fred G. Goddard, KXRO, and Arthur House, Portland advertising man, all made talks. The meeting was presided over by Chet Wheeler, who is chairman of the 17th District Sales Managers Committee. A full account of the meeting will be given in next week's NAB REPORTS.



## FEDERAL COMMUNICATIONS COMMISSION DOCKET

### HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, April 3. They are subject to change.

Thursday, April 6

NEW—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, d/b as Valley Broadcasting Company, West Point, Georgia—C. P. 1490 kc., 250 watts; unlimited.

Other Participants

## FEDERAL COMMUNICATIONS COMMISSION ACTION

### APPLICATIONS GRANTED

WDAK—L. J. Duncan, Leila A. Duncan, et al. d/b as Valley Broadcasting Co. (Assignors), L. J. Duncan, Leila A. Duncan, et al. d/b as Valley Broadcasting Co. (Assignees), West Point, Ga.—Granted consent to voluntary assignment of license and construction permit of station WDAK, from L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, Aubrey Gay, d/b as Valley Broadcasting Co. to L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Co. Aubrey Gay selling his 5% interest in assignor partnership to Leila A. Duncan for \$1 and other valuable consideration (B3-APL-18).

KBIZ—J. D. Falvey (Assignor), KBIZ, Inc. (Assignee), Ottumwa, Iowa—Granted consent to voluntary assignment of license of station KBIZ, from J. D. Falvey to KBIZ, Inc., for a total consideration of \$60,000 (B4-AL-400).

WKBV—Knox Radio Corp. (Assignor), Central Broadcasting Corp. (Assignee), Richmond, Ind.—Granted consent to voluntary assignment of license of station WKBV, from Knox Radio Corp. to Central Broadcasting Corp. No monetary consideration involved (B4-AL-402).

KEVR—Evergreen Broadcasting Corp., Seattle, Wash.—Granted extension of special service authorization to permit broadcasting, as a public service, and without charge, of information to longshoremen at 3:15 P.M. and 6:45 P.M. daily for a period 4-1-44 to 5-1-45 or duration of the war, whichever is earlier (B5-SSA-100).

KSL—Radio Service Corp. of Utah, Salt Lake City, Utah—Granted extension of Special Service Authorization to operate with Federal Telegraph tubes instead of two Western Electric Type 298-A tubes in last radio stage, for period ending May 1, 1945 (B5-SSA-102).

WWDC—Capital Broadcasting Co., Washington, D. C.—Granted extension of authority for waiver of Secs. 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, for the period April 1 to June 1, 1944, upon the same terms and conditions as the existing authorization for such operation.

### LICENSE RENEWALS

The following station licenses were extended to May 31, 1944:

KJR and auxiliary, Seattle, Wash.; KGA, Spokane, Wash.; KEX, Portland, Ore.; KSOO, Sioux Falls, S. Dak.; WNEW and auxiliary, New York, N. Y.; WJJD, Chicago, Ill.; KLRA, Little Rock, Ark.; KJBS, San Francisco, Calif.

Granted renewal of following station licenses for the period ending in no event later than May 1, 1945:

KSTP and auxiliary, St. Paul, Minn.; KVOO, Tulsa, Okla.; KXEL, Waterloo, Iowa; WCAU and auxiliary, Philadelphia, Pa.; WCFL and auxiliary, Chicago, Ill.; WDGY, Minneapolis, Minn.; WDZ, Tuscola, Ill.; WLDS, Jacksonville, Ill.; WMEX, Boston, Mass.; WRVA and auxiliary, Richmond, Va.; WAPI, Birmingham, Ala.; WOA1 and auxiliary, San Antonio, Tex.; WBZ, Boston, Mass.; WBZA, Boston, Mass.; WNOX, Knoxville, Tenn.; WTIC, Hartford, Conn.

Granted extension of following station licenses upon a temporary basis only, pending determination upon application for renewal of license, in no event later than June 1, 1944:

KFBI, Wichita, Kans.; KFBK, Sacramento, Calif.; KFVD, Los Angeles, Calif.; KPAS, Pasadena, Calif.; KWKH, Shreveport, La.; WBAL and auxiliary, Baltimore, Md.; WBT, Charlotte, N. C.; WHN and auxiliary, New York, N. Y.; WIBC and auxiliary, Indianapolis, Ind.; KWJJ, Portland, Ore.; WIBG, Glenside, Pa.; WPRA, Mayaguez, Puerto Rico; WQXR and auxiliary, New York, N. Y.

Granted further extension of following station licenses upon a temporary basis only, pending determination upon applications for renewal of licenses, in no event later than June 1, 1944:

KDB, Santa Barbara, Calif.; KDRO, Sedalia, Mo.; KFFA, Helena, Ark.; WATL, Atlanta, Ga.; WGTC, near Greenville, N. C.; WHB and auxiliary, Kansas City, Mo.; WHCU, Ithaca, N. Y.; WHKC, Columbus, Ohio; WING, Dayton, Ohio; WSAP, Portsmouth, Va.; WSM and auxiliary, Nashville, Tenn.; WWDC and synchronous amplifier, Washington, D. C.

WELL—Federated Publications, Inc., Battle Creek, Mich.—Granted renewal of license for the period ending August 1, 1945 (B2-R-211).

WIBM—WIBM, Inc., Jackson, Mich.—Granted renewal of license for the period ending October 1, 1945 (B2-R-568).

WHBB—Selma Broadcasting Co., Inc., Selma, Ala.—Granted renewal of license for the period ending December 1, 1945 (B3-R-872).

Granted renewal of temporary class 2 experimental high frequency broadcast station licenses for the period ending not later than April 1, 1945, as follows:

W2XWG, National Broadcasting Co., Inc.; W3XO, Jansky & Bailey; W8XFM, Crosley Corp.

Granted renewal of following high frequency experimental broadcast station licenses for the period ending not later than April 1, 1945:

W5XAU, WKY Radiophone Co.; W9XLA, KLZ Broadcasting Co.

W4XGG—Gordon Gray, Winston-Salem, N. Car.—Granted renewal of license for the period ending April 1, 1945 (B3-RST-5).

W2XEO—Capital Broadcasting Co., Inc., Schenectady, N. Y.—Granted extension of license upon a temporary basis only, pending determination upon application for renewal of license, in no event later than June 1, 1944 (B1-SST-4).

W2XWE—WOKO, Inc., 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 June 1, 1944 (B1-SFB-18).

KTHS—Radio Broadcasting, Inc., Hot Springs Nat'l Park, Ark.—Granted renewal of license to operate on 1090 kilocycles with power of 10 kilowatts day, 1 kilowatt night; conditions.

WTEL—Foulkrod Radio Engineering Co., Philadelphia, Pa.—Granted renewal of license for the regular period.

WWVA—West Virginia Broadcasting Corp., Wheeling, W. Va.—Granted renewal of license for the regular period.

WHO—Central Broadcasting Co., Des Moines, Iowa—Granted renewal of license for the regular period.

### DESIGNATED FOR HEARING

WLOL—Independent Merchants Broadcasting Co., Minneapolis, Minn.—Designated for hearing application for construction permit to make changes in transmitting equipment and directional antenna, and increase power from 1 to 5 kilowatts, employing D.A. day and night (B4-P-3570).

Calumet Broadcasting Corp., Hammond, Ind.—Designated for hearing application for construction permit for new station to operate on 1520 kilocycles, 5 kilowatts, daytime (requests call WHIP) (B4-P-3563).

KOB—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—Designated for hearing application for modification of construction permit and license to cover same, and authority to determine operating power by direct measurement of antenna power. Pending such hearing the present license of KOB to operate on **1030 kilocycles** with 10 kilowatts, and Special Service Authorization for **770 kilocycles**, 50 kilowatts day, 25 kilowatts night, were extended for a period not to exceed 6 months (Commissioner Craven dissenting on action to extend Special Service Authorization).

### MISCELLANEOUS

KXYZ—Harris County Broadcast Co., Houston, Texas—Granted license to use formerly licensed main transmitter as an auxiliary transmitter with power of 1 kilowatt (B3-L-1747). Granted authority to determine operating power by direct measurement of antenna power for auxiliary transmitter (B3-Z-1503).

WMAZ—Southeastern Broadcasting Co., Inc., Macon, Ga.—Granted construction permit to move auxiliary transmitter from Napier Avenue, Macon, Ga., to Forsyth Road, Macon, using directional antenna day and night, and increase power from 1 kilowatt to sunset at KOB and 250 watts after sunset at KOB, to 1 kilowatt day and night (B3-P-3507).

W6XLA—Television Productions, Inc., Area of Los Angeles, Calif.—Granted modification of construction permit to make changes in equipment and for extension of completion date from March 1, 1944, to 90 days after date of grant (B5-MPVB-110).

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

Capitol Broadcasting Corp., Indianapolis, Ind. (B4-PH-158); Drovers Journal Publishing Co., Chicago, Ill. (B4-PH-174); KLZ Broadcasting Co., Denver, Colo. (B5-PH-172); National Broadcasting Co., Inc., San Francisco, Calif. (B5-PH-164), Los Angeles, Calif. (B5-PH-165), Cleveland, Ohio (B2-PH-167), Denver, Colo. (B5-PH-168); The WGAR Broadcasting Co., Cleveland, Ohio (B2-PH-157); WICA, Inc., Ashtabula, Ohio (B2-PH-170); WKY Radiophone Co., Oklahoma City, Okla. (B3-PH-171).

KTHS—Radio Broadcasting, Inc., Hot Springs, Ark.—Dismissed application for Extension of Special Service Authorization to operate unlimited time, simultaneously with WBAL (B3-SSA-97).

### APPLICATIONS FILED AT FCC

#### 1230 Kilocycles

NEW—John E. Fetzer and Rhea Y. Fetzer d/b as Fetzer Broadcasting Co., Grand Rapids, Mich.—Construction Permit for a new Standard Broadcast Station to be operated on **1230 kilocycles**, power of 250 watts and unlimited hours of operation.

#### 1240 Kilocycles

WSBC—Gene T. Dyer, Evelyn M. Dyer, John A. Dyer and Elizabeth M. Hinzman d/b as Radio Station, Chicago, Ill.—Voluntary Assignment of License to Julius Miller, Oscar Miller, Bertha L. Miller, Gertrude Miller and Arnold B. Miller, Co-Partners, d/b as Radio Station WSBC.

NEW—Birney Imes, Jr., Meridian, Miss.—Construction Permit for a new Standard Broadcast Station to be operated on **1240 kilocycles** with power of 250 watts and unlimited hours of operation.

#### 1340 Kilocycles

WDAK—L. J. Duncan, Leila A. Duncan, Josephine A. Keith, and Effie H. Allen d/b as Valley Broadcasting Co., Columbus, Ga.—Construction Permit to move transmitter from Columbus, Georgia, to .75 mile South of Girard on the "Brick Yard Road", Phoenix City, Ala.

#### 1440 Kilocycles

WAAB—The Winter Street Corp., Worcester, Mass.—Modification of License to change corporate name of licensee to The Yankee Network, Inc.

### 1490 Kilocycles

KTBI—Tacoma Broadcasters, Inc., Tacoma, Wash.—Voluntary Transfer of Control of licensee corporation from C. C. Cavanaugh to Harold S. Woodworth—109 shares of common stock.

### FM APPLICATIONS

NEW—Monroe B. England, Pittsfield, Mass.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **45,700 kilocycles** with coverage of 950 square miles or more.

NEW—The Tribune Company, Tampa, Fla.—Construction Permit for a new High Frequency (FM) Broadcast Station.

NEW—The WFMJ Broadcasting Co., Youngstown, Ohio—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **44,100 kilocycles** with coverage of 15,610 square miles.

### TELEVISION APPLICATIONS

NEW—Westinghouse Radio Stations, Inc., Boston, Mass.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #5 (**84000-90000 kilocycles**).

NEW—Westinghouse Radio Stations, Inc., Philadelphia, Penna.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #7 (**102000-108000 kilocycles**).

NEW—Westinghouse Radio Stations, Inc., Pittsburgh, Penna.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #1 (**50000-56000 kilocycles**).

NEW—Stromberg-Carlson Company, Rochester, N. Y.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #1 (**50000-56000 kilocycles**).

NEW—Capital Broadcasting Co., Washington, D. C.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #6 (**96000-102000 kilocycles**).

## 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.

**Bland Products Co.**—Dissemination of false advertisements concerning feminine hygiene preparations designated "Flo Triple XXX Compound" and "An-Tex Inserts" is alleged in a complaint against Carlton Routzahn, trading as Bland Products Co., 3716 North Clark St., Chicago. (5141)

**Blumenthal Print Works**—A complaint has been issued charging Sidney E. Blumenthal, Harry J. Blumenthal and Ruby S. Blumenthal, trading as Blumenthal Print Works, 425 Godchaux Building, New Orleans, with misrepresenting the properties of so-called "Steritized" mattress ticking, cotton cloth and fabrics which they sell in interstate commerce. (5142)

**Northern Kentucky Independent Food Dealers Assn., Inc.**—An association of approximately 150 Kentucky retail grocers and its officers are charged in a complaint with maintaining an unlawful combination and conspiracy to control the prices at which bread manufactured in Ohio is to be sold in Kentucky.

The complaint is directed against Northern Kentucky Independent Food Dealers Association, Inc., 505 Scott St., Covington, Ky., and Paul Ogden, president; R. H. Goderwis, vice president;

Larry T. Hiltz, secretary, and Barney J. Malloy, treasurer. It also names as respondents six member grocers of the Association, Virgil Clinkenbeard, George Stegner, T. C. Alpaugh, Richard Guenther, Daniel Roy and Charles Hindersman. The complaint points out that the Association varies so in the number and identity of its members that it is impracticable at any given time to name as respondents each of the members without manifest delay and inconvenience. (5140)

### STIPULATIONS

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

**Cerophyl Laboratories, Inc.**, 2438 Broadway, Kansas City, Mo., and two advertising agencies have entered into a stipulation to cease and desist from certain misrepresentations in connection with the sale of Viet, a vitamin preparation. The two agencies, which prepared and disseminated advertisements of the preparation on behalf of Cerophyl Laboratories, Inc., are The Potts-Turnbull Advertising Co., 912 Baltimore Ave., Kansas City, Mo., and Campbell-Ewald Co., General Motors Building, Detroit. (03202)

**Walter Gutheim**, 554 West 181st St., New York, entered into a stipulation to cease and desist from misrepresenting the properties and effectiveness of hair preparations and cosmetics which he sells in interstate commerce. Gutheim trades under the name Mrs. E. Vilches. (03203)

**Imico**, Stevens Point, Wis., has stipulated that in connection with the sale of a hair dye designated "Woda Polska" (Polish Water), it will cease and desist from representing, by use of the word "restores" or any other means, that the preparation restores the original color to hair; or that it eliminates gray hair, is a gray hair corrective, or is noninjurious or harmless. (03201)

### CEASE AND DESIST ORDER

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

**Rockwell Woolen Co.**, Leominster, Mass., has been ordered to cease and desist from misbranding yarns or other wool products, in violation of the Wool Products Labeling Act and the rules and regulations promulgated thereunder. (5121)

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