

## Selective Service

Supplements Nos. 19 and 20 to the NAB Selective Service Handbook are being mailed to all member stations with this issue of the REPORTS and to all non-member stations separately.

Station managers may find it advantageous to attach a copy of No. 19 to any applications for deferment or they may desire to file a copy of this Supplement as an additional exhibit to deferment request now pending. Extra copies will be supplied upon request.

### FCC REVISES MULTIPLE OWNERSHIP COMPLIANCE PROCEDURE

Under the new procedure for compliance with Rule 3.35 adopted by the Commission last Tuesday (4) Licensees must comply by May 31, 1944, or secure by petition extension of time for compliance due to good cause shown, or be designated for hearing.

The order follows:

#### ORDER NO. 84-B

"At a meeting of the Commission held on April 4, 1944, the Commission gave consideration to the petitions pending before it for a suspension of Regulation 3.35, or for a postponement of the effective date of that Regulation.

"The Commission thereupon adopted the following Order:

- "I. Except as provided below the effective date of Regulation 3.35 is hereby suspended.
- "II. On or before May 31, 1944, all licensees to whom Regulation 3.35 is or may be applicable will be required to:
1. File an application which will effect compliance with Regulation 3.35; or
  2. Submit 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 Regulation, provided such petition sets forth:
    - a. The determination of the licensee to proceed in good faith as expeditiously as may be to effectuate compliance with the Regulation; and
    - b. A statement of the steps which petitioner proposes to take in order to effect his compliance with the Regulation, and the specific facts establishing due diligence in the effort to effect a compliance with the terms of the Regulation and the licensee's inability to comply therewith; or
  3. Submit a petition for a hearing to determine the applicability of Regulation 3.35 to the petitioner, in which case the petition and the license renewal will be set for hearing.

"III. The license renewals of all affected licensees, who do not take one of the foregoing steps or who are unsuccessful in obtaining an extension of time under subparagraph 2 above, will be designated for hearing.

"IV. The Commission will insist upon a speedy determination of any proceeding hereunder and will require an expeditious compliance with its final order thereon within such reasonable time as may be fixed in such final order.

"V. Upon compliance with Regulation 3.35 the Commission will issue appropriate certificates pursuant to the provisions of Section 123 of the Revenue Act of 1943."

In connection with "V" above, the Commission announced that upon the granting of applications for consent to assignment of licenses, or for consent to transfer of control of licensee corporations, filed for the purpose of effecting compliance with the Commission policy established in the multiple ownership rule (Section 3.35), the Commission will issue appropriate certificates pursuant to the provisions of Section 123 of the Revenue Act of 1943 relating to gain from sale or exchange of property necessary or appropriate to effectuate the policies of the Commission with respect to the ownership and control of radio broadcasting stations.

The provisions of the Revenue Act of 1943 referred to are as follows:

#### Revenue Act of 1943

#### SEC. 123. GAIN FROM SALE OR EXCHANGE OF PROPERTY PURSUANT TO ORDERS OF FEDERAL COMMUNICATIONS COMMISSION.

(a) *In General.*—Section 112 is amended by adding at the end thereof a new subsection as follows:

"(m). *Gain from Sale or Exchange to Effectuate Policies of Federal Communications Commission.*—If the sale or exchange of property (including stock in a corporation) is certified by the Federal Communications Commission to be necessary or appropriate to effectuate the policies of the Commission with respect to the ownership and control of radio broadcasting stations, such sale or exchange shall, if

(Continued on page 102)



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*.

## FCC REVISES MULTIPLE OWNERSHIP COMPLIANCE PROCEDURE

(Continued from page 101)

the taxpayer so elects, be treated as an involuntary conversion of such property within the meaning of subsection (f) of this section. For the purposes of subsection (f) of this section as made applicable by the provisions of this subsection, stock of a corporation operating a radio broadcasting station, whether or not representing control of such corporation, shall be treated as property similar or related in service or use to the property so converted. The part of the gain, if any, upon such sale or exchange to which subsection (f) of this section is not applied shall nevertheless not be recognized, if the taxpayer so elects, to the extent that it is applied to reduce the basis for determining gain or loss upon sale or exchange of property, of a character subject to the allowance for depreciation under section 23 (1), remaining in the hands of the taxpayer immediately after the sale or exchange, or acquired in the same taxable year. The manner and amount of such reduction shall be determined under regulations prescribed by the Commissioner with the approval of the Secretary. Any election made by the taxpayer under this subsection shall be made by a statement to that effect in his return for the taxable year in which the sale or exchange takes place (or, with respect to taxable years beginning before January 1, 1944, by a statement to that effect filed within six months after the date of the enactment of the Revenue Act of 1943 in such manner and form as may be prescribed by regulations prescribed by the Commissioner with the approval of the Secretary) and such election shall be binding for the taxable year and all subsequent taxable years."

(b) *Taxable Years to Which Applicable*.—The amendments made by this section shall be applicable with respect to taxable years beginning after December 31, 1942."

EDITOR'S NOTE: For additional discussion of this provision, see NAB Tax Bulletin No. 3, dated December 24, 1943.)

The Press Release accompanying the order stated:

"In the consideration of individual applications under the provisions of Regulation 3.35 (Multiple Ownership Rule), the Commission will examine the facts in each case. In determining whether or not an overlapping of signal strength results in a standard broadcast station rendering primary service to "a substantial portion of the primary service area of another broadcast station" within the meaning of Section 3.35, the Commission will give consideration to location of centers of population and distribution of population, location of main studios, areas and populations to which services of stations are directed as indicated by commercial business of stations, news broadcasts, sources of programs and talent, coverage claims and listening audience."

## WCOV WINS ARBITRATION AWARD

WCOV and the IBEW Local No. 1299 entered into an arbitration agreement in the fall of 1942 with respect to certain disputed matters arising between them. The matter was submitted for arbitration to tribunals of the American Arbitration Association. In an award opinion dated March 20, 1944, the majority of the board, H. O.

Davis and Abit Nix, find in favor of the broadcaster. Their Award and Opinion follows:

"We, the undersigned arbitrators, having been designated in accordance with the Arbitration Agreement entered into by the above-named Parties, and dated September 1, 1942, and having been duly sworn according to law, and having duly heard the proofs and allegations of the Parties, AWARD, as follows:

"We find that the contract entered into on the first day of September, 1942, by and between the Capital Broadcasting Company, Inc., trading as Radio Station WCOV, Montgomery, Alabama, and Local Union No. 1299 of the International Brotherhood of Electrical Workers, provided in Paragraph 2, Section 4 of Article 1, as follows:

"It is understood and agreed that this Section of this agreement shall be opened on August 7th, 1943, for negotiations with respect to having Technicians perform all work in connection with studio control boards."

"Upon the hearing it developed that the Union desired that Technicians perform all work in connection with studio control boards, or that announcers and control board operators (not being technicians within the meaning of the contract) be required to become members of the Union.

"The employer took the position that while the above quoted section opened the matter up for negotiations on August 7, 1943, it did not bind the employer to do anything except negotiate concerning the matter, and that it will be against the public interest, the interest of the employer, and the interest of the non-union employees to compel them to join the Union.

"We award in favor of the contentions of the Capital Broadcasting Company and hold that under the evidence as presented and under the rules of the Federal Communications Committee the employer should not be required to employ technicians for the operation of the studio control boards."

In dissenting, J. J. Buffington, the third member of the tribunal, wrote the following opinion:

"I am reluctant to express an opinion on the question involved in the controversy between the International Brotherhood of Electrical Workers and the Broadcasting Company, for the reason that there seems to be a misunderstanding of the real issue. It was my understanding that the Arbitrators were to pass on the sole question of jurisdiction. And the question of the application of Article I, section 4, which is purely jurisdictional, was the only submission for our consideration.

"My experience as an arbitrator, especially of disputes between Employees and Employer, which covers more than thirty years, leads to the conclusion that we cannot agree upon the issue until we have a clear conception of the language contained in Article 1, section 4 of the agreement.

"The language in Article 1, section 4 is a technical recital. The purpose of this article, which was the question for the Arbitrators to consider, was to bring studio workers under the jurisdiction of the Union in the classification of Technicians. The object of this, apparently, was neither economic or prejudicial, but for the protection of both the Company and the Union against the encroachment of other organizations. This was brought out in the testimony.

"The application of the provisions of the petition would not compel the employees in the Studio to become members of the Union where they were in the service prior to the Union's acquiring such jurisdiction, but would hold them under protection of the Union agreement, and when new employees were taken in the service, the Union members should be given preference in employment. This is no new departure, but a regulation as old as the Union itself. It must be conceded that the public interest is paramount to both, the Company and the Union, and that in the award by the Board due consideration must be given the public interest.

"It is a well established fact that jurisdictional disputes have been the cause of more public inconveniences within the past few years than all other labor disturbances combined. Therefore, it cannot be said, with any degree of consistency, that the public interest will be served by

denying the applicant's petition; nor would the Company be benefited by such decision. As a matter of fact, to deny the petition would create discord as well as open an avenue for an invasion by other Unions.

"It is fundamentally sound doctrine that collective bargaining should be limited to as few agencies as possible, thereby eliminating the danger of jurisdictional disputes. And for the Board to find for the Defendant Company would be to invite such disputes.

"I have the highest regard for the two gentlemen with whom I served on the Board, and I have all confidence in their sincerity, but I cannot believe that they fully understand the issue, nor the full technical meaning of the Article covering the question of jurisdiction.

"Therefore, I submit that the Applicant's petition be allowed, and jurisdiction be extended to cover employees in the studio at the control board.

"Respectfully submitted."

## GURNEY ON FREE SPEECH

Honorable Chan Gurney, U. S. Senator from South Dakota, appearing on the Town Hall program on the Blue Network today (April 6) gave the following talk on free speech:

Freedom of speech is guaranteed under our Constitution. Just how that can be adapted to radio is, as I see it, the question before us tonight.

There is not enough actual time on the radio for each and every one of our 130 million people to state their ideas on every question over the radio, so let's be practical about it, and instead of talking about freedom of speech, let's talk about fairness—fairness by *first*, the actual operators of the radio stations of the country—fairness of the listening public—and fairness, yes, of the business world that uses radio as a medium of advertising.

It is my sincere judgment, first, that radio—with a very, very few exceptions—has handled their radio programs in a mighty fair, clean way. If they had not, say, the ten year period just past, they would not now be on the air, for our American people have a way of doing away with any concern that does not treat them fairly. They *just do not patronize* that concern and it goes out of business.

So, briefly, the complete answer is that radio as a whole has been fair or there would not now be radio, as we know it, in the good old U. S. A.

I say definitely that the listening public will regulate radio in an American way. They will regulate it by the simple mechanical movement of turning off the dial if they don't like what is offered to them.

We must recognize that radio is different than the newspapers, in that the broadcaster—by the tone of his voice—by his inflection—can make an ordinary remark sound very beautiful—or can even leave the impression, just by the tone of his voice, that he is talking about a scoundrel.

Freedom of speech is fundamental—made a part of our Constitution—because of a profound belief that the collective mind of the whole people is greater than that of any individual. We Americans have a strong conviction of our ability to govern ourselves. Our problem is to apply this freedom of speech—or shall I say, fairness of speech, basic in our law—to the radio—and right there I might remark that we must not become disturbed because we see some rabble-rouser gain temporary influence by the use of this new medium of communication.

So, let's talk about fairness in presenting controversial public questions and the broadcasting of news.

The broadcasters themselves first enunciated the principle that controversial public issues must be handled fairly. They decided this because of their recognition of their own responsibility to the public, plus intelligent self-interest. Their own well being and continuance in business impels broadcasters to see to it that the principle of fairness is advantageously followed in actual practice, and in my opinion, this is just what has happened in all but a few isolated instances.

The second phase of freedom or fairness on the radio is the handling of news. The American public wants their news by radio so that they will be informed as to what is going on as speedily as possible. I say they should be

allowed to form their own conclusions. Here again, by far the greatest number of radio stations and networks, are now presenting the news with fairness and accuracy—determined that the news shall not be selected for the purpose of establishing an editorial position.

I hesitate to see laws passed that would put restriction on, or limit the broadcasting industry, whether by law or by managerial edict. You must remember that regulation by law takes away from the industry the sense of responsibility, and leaves in the hands of a few, that power which if placed in the hands of central government or its agency, could be used to gradually encroach upon freedom of speech via the radio.

We Americans should be concerned now about the ever-increasing encroachment upon the radio industry by the federal regulating bureaucracy. What we need in this country is a new law which clearly and explicitly tells the federal regulating body what it *cannot* do, rather than a law outlining a program of what it can do.

We Americans intend to keep our freedom of speech, be it in the newspaper, on the public platform, or what we may or may not hear over the radio.

Of course we have our day to day problems, but we should not quickly go to Congress and say "pass a law to prevent this" or "pass a law to prevent that". We must bear in mind that in the end, most of them will be solved by the broadcasters and the listening public through their own voluntary action, so necessary to assure themselves that they can and will stay in business. We must place squarely on the whole industry—the broadcast owners, the radio advertisers, the commentators, the full responsibility for its own conduct, and I say what we must give broadcasting its freedom from fear, for I hate to see regulations issued or laws enacted, aimed at a very small minority. A little regulation of this sort is a dangerous thing, because it only invites further regulation in the future, leading to complete control and the elimination of freedom of speech in radio.

We must be very careful in our decisions affecting this highly important industry, because a wrong decision now may mean that we will not long have American radio as we know it, which is, after all, the only fair and free radio now in existence in the world.

## SALES MANAGERS ACT ON AUDIENCE MEASUREMENT

Recognizing the need for standards of audience measurement, the NAB Sales Managers Executive Committee, at its meeting in Cincinnati today (April 6), adopted a resolution, recommending that the Board of Directors appoint a special committee to include members of the Research, Program Managers Executive, Sales Managers Executive Committees and at least one member of the Board to study audience measurement techniques, and probe the possibility of some sort of central body representing the entire industry to recommend standards to be followed by all research organizations in making this type of survey.

The Committee, recognizing the desirability of the early adoption of a standard method of computing coverage that can be agreed upon by advertisers, advertising agencies, and radio stations, expressed its confidence in the procedure of the Research Committee and accepted its invitation to hear the report of its technical sub-committee on methods to be submitted as soon as possible.

Following a discussion of the participation of NAB in the Proprietary Association Advertising Clinic to be held in New York on May 16, Chairman Dietrich Dirks, KTRI, Sioux City, Iowa, appointed a sub-committee consisting of Arthur Hull Hayes, WABC, New York, Walter Johnson, WTIC, Hartford, Conn., James V. McConnell, WEAJ, New York, and Jack Surrick, WFIL, Philadelphia, Pa., to work on this presentation. In addition, the committee adopted a resolution, expressing its appreciation for the magnificent cooperation of WLW in the provision of a 10-piece orchestra and vocalists for the radio reception held on Wednesday evening in conjunction with the promotion

clinic of the National Retail Dry Goods Association. It also expressed its thanks to the Sales Promotion Division of NRDGA for the invitation to participate in the first annual convention of that organization. The Board of Directors of the Sales Promotion Division were dinner guests of the committee on Wednesday.

In addition to Chairman Dirks, Johnson and Surrick, C. K. Beaver, KARK, Little Rock, Ark., Sam H. Bennett, KMBC, Kansas City, Mo., John M. Outler, Jr., WSB, Atlanta Ga., and William C. Roux, substituting for James V. McConnell, were present at the meeting. Pressure of business prevented W. B. Stuht, KOMO-KJR, Seattle, Wash., from attending. Lewis H. Avery, NAB Director of Broadcast Advertising, served as secretary of the committee.

### 15TH DISTRICT MEETING

Broadcasters of the 15th NAB District (northern California, Nevada and Hawaii) held a one-day meeting in San Francisco on March 29. General industry matters were discussed in an informal way and a considerable part of the meeting was devoted to the activities of the regional OWI office. All broadcasters present, according to Arthur Westlund, District Director, commented very favorably on the manner in which the Regional Director there has recently handled several critical local problems.

Charles A. Dostal, Vice President of Westinghouse Electric, presented a sound motion picture, "On the Air".

Those attending were: C. L. McCarthy, KWQ; Glen Shaw, KLX; F. Wellington Morse, KLS; Jerry Ackers, KSAN; Wilt Gunzendorfer, KSRO; Edward J. Jansen, KSFO; George Ross, KWG; Keith Collins, KMJ; Jack Schacht, KFBK; Howard Walters, KDON; David Sandeberg; A. F. Hogan, KYA; Ken Randolph, KDON; S. H. Patterson, KSAN; Bob Stoddard, KOH; Ralph Brunton, KQW; Paul Bartlett, KFRE; Ed Franklin, KJBS; William B. Smullin, KIEM; Dan J. Dannelly, KFRC; Philip G. Lasky, KROW; William Dumm, Associated Broadcasters, Inc.; and Arthur Westlund, KRE.

### OREGON-WASHINGTON MEETING

March 24th members of the Oregon State Broadcasters Association and the Washington State Broadcasters held a joint meeting in Portland, Oregon, at the Benson Hotel.

Elections were the first order of the day for the Oregon Broadcasters with Ben Stone, KOOS, Marshfield, being ushered in as the new President. Lee Bishop of KMED, Medford, was the retiring president. Other new officers are Glenn McCormick, KSLM, Vice-President, H. Quenton Cox, KGW-KEX, Secretary-Treasurer, and Harry Buckendahl, KOIN-KALE, Board of Directors.

FM was the keynote of the meeting with Al Josephsen of the RCA Chicago Office holding sessions both morning and afternoon.

E. Palmer Hoyt, ex-head OWI Domestic Bureau, spoke at luncheon, and the yearly NAB report was made by Regional Director Harry Spence.

The NAB Sales Managers meeting was held on Saturday with Chet Wheeler of KWIL presiding. Chet Duncan, KOIN, made a report on NAB public relations activities.

The joint meeting was definitely a success, and plans were discussed for holding next year's meeting as a joint meeting in Seattle or Spokane.

Broadcasters attending included:

John Kelly, KEVR; Jerry Geehan, KMO; Glenn Dolberg, BMI; V. Barney Kenworthy, KODL; Joe Chytil, KELA; Marshall Pengra, KRNR; Marshall Cornett, KBKR; Lee Jacobs, KBKR; Lawrence Kincaid, KUIN; Vernice Irwin, KVI; E. J. Gough, SESAC; Lee Bishop, KMED; Frank Logan, KBND; Florence Wallace, KXA; Glenn McCor-

mick, KSLM; Bill Talbot, KSLM; Hal Shade, KOOS; Herb Davidson, WKIL; Jack Clarke, KMO; Harry Spence, KXRO; Fred Goddard, KXRO; Chet Wheeler, KWIL; Rod McArdle, KXA; H. M. Swartwood, Jr., KOIN-KALE; Mary Elizabeth Gilmore, KBPS; Mark Knight, A. P.; Don Parker, KXL; H. S. Jacobson, KXL; Loren Stone, KIRO; Gorman Hogan, P. A.; F. P. Barnes, G. E. Co.; Sheldon Sackett, KVAN; Ben Stone, KOOS; Allen Miller, KOAC; R. G. McBroom, KFIO; R. W. Brazeal, KFPY; Dick Dunning, KFPY; Ralph Hanson, KUIN; A. Josephsen, RCA-Chicago; C. A. LaHar, RCA-San Francisco; Dave Rees, KMED; R. E. Hocking, Pac. Tel. and Tel.; W. D. Craddock, Pac. Tel. and Tel.; Arthur Gerbel, Jr., KOMO-KJR; H. J. Quilliam, KIRO; C. O. Chatterton, KWLK; H. Quenton Cox, KGW-KEX; Tom Olsen, KGY; Harrison Miller, KIT; Frank Hill, KORE; L. W. Trommlitz, KORE; Fred A. McCabe, U. P.; Claude Simpson, KWSC; Earl Peterson, KGW-KEX; Palmer Hoyt, Oregonian; M. R. Chessman, KAST; J. McLoughlin, Bob Lindahl, J. W. Kendall, all of the John Keating Studios; Miss H. Ogilbee, KXL; Harry Buckendahl, KOIN; Clyde Phillips, KOIN; L. S. Bookwalter, KOIN; H. E. Studebaker, KUJ; S. W. McCready, KVAN; A. J. Mosby, KGVO; John W. Dunlap, U. P.; R. D. Holmes, KAST; Grant Feikert, KOAC; Rollie Truitt, KGW-KEX; L. E. Parsons, KAST; Al Schuss, KEVR-KEVE.

### NEW FCC COMMITTEE COUNSEL APPOINTED

Representative Clarence F. Lea, Chairman of the Select Committee to Investigate the Federal Communications Commission, has announced the appointment of John J. Sirica, a Washington attorney, as general counsel for the Committee.

Mr. Lea said Mr. Sirica "has had wide experience as an attorney and that his ability and integrity are well attested. Two of the most essential qualities for this investigation, his fairness and ability, are recognized by all who know him. He has no alliances that should embarrass him from conducting a thorough and fair investigation." Mr. Sirica succeeds Eugene L. Garey as counsel for the Committee.

Mr. Sirica was born in Waterbury, Connecticut in 1904 and was educated at the Columbia Preparatory School and the Emerson Institute of this city. He graduated at the Georgetown University Law School in 1926 in which year he was admitted to the bar of the District of Columbia. He entered general law practice at that time continuing it until 1930. At that time he was appointed Assistant U. S. Attorney for the District of Columbia serving in that capacity until 1934 at which time he resigned to resume the practice of law in Washington.

### CURTIN WMC RADIO CHIEF

Chairman Paul V. McNutt of the War Manpower Commission announces that D. Thomas Curtin has been appointed to direct radio activities in the Information Service of the War Manpower Commission.

Mr. Curtin is a graduate of Harvard University and a native of Boston. After early experience with *The Boston Globe* he traveled extensively in Europe, studying conditions there. He was overseas when the last war began, working as reporter for *The London Times* and *The Daily Mail* until the war ended. His book on Germany, "The Land of Deepening Shadow," was a best seller after the last war. He returned to the United States, writing and lecturing on his war experiences and on conditions in Europe.

During the early 30's Mr. Curtin wrote and produced network dramas. He continued his travels in 1938 and 1939, this time studying economic conditions in South America. Later he became public relations director for the McCann-Earickson Co., New York. Since 1942, Mr. Curtin has been with the information service of the U. S.

Maritime Commission in Washington. His home is in Fairfax, Virginia.

## LAUNCH "FOOD FOR FREEDOM FAIR"

KRNT and KSO, Des Moines, have gotten into the "Food for Freedom" business with a big time promotion which should result in more food for listeners and prestige for the stations. It takes the form of a "Food for Freedom Fair" to be held sometime next August.

Manager Craig Lawrence announced that the stations would support Iowa's victory gardening and home canning campaign with \$530 in cash prizes, plus ribbons and other awards.

These cover a wide list of vegetables, canned foods and some flowers. Premium lists, prepared by the stations, under the supervision of Dr. Larry Grove of the Extension Division of Iowa State College, Ames, and Robert Herrick, of the Iowa State Horticulture Department, are sent upon request.

Entry to the Fair is free and open to any Iowa gardener except professional truck gardeners. Listeners are invited to write in for entry blanks, or to pick them up at Victory Garden headquarters.

Fair is being publicized on two daily KRNT programs: Farm Editor Joe Ryan's "Farm Family Circle", and the afternoon "Victory Varieties," live-talent show. Large signs promoting the event, have been placed in eight prominent downtown Des Moines locations, and will be shifted to other locations throughout the summer.

## KMBC ISSUES SERVICE BROCHURE

KMBC, Kansas City, has reported an entire year's efforts in support of the war in a brochure titled, "War Broadcasting Activities, 1943."

In a foreword the station points to the showmanship which has been used to increase the efficiency of government messages. Messages are infiltrated with established programs. And "when it is necessary for more than a message . . . an important project that needs special promotion, KMBC has designed special radio productions. Some of these programs have taken the form of drama, musical, variety and on-the-spot descriptions."

## "ON THE AIR!" WILL SHOW ANYWHERE

Following showings of "On the Air!" Westinghouse sound-film history of radio, to broadcasters at recent NAB district meetings, news was received that the film will be exhibited free by Westinghouse anywhere in the United States upon request.

Willard D. Egolf, NAB Assistant to the President, received a letter from Philip D. Smith, Manager, Westinghouse Motion Picture and Speakers Bureau, containing the following paragraph:

"For your information, 'On the Air!' is available for free distribution any time at any place in the United States, and we will be glad to ship a print or arrange projection facilities at no cost at any location on receipt of request."

Produced at considerable cost, for public use, "On the Air!" is appealing even to broadcasters because of its dramatization of radio's origin and development.

Westinghouse, strongly identified with radio's beginnings through Dr. Frank Conrad, and operators of several radio stations, uses its own experience and its own stations for illustrative material, yet "On the Air!" is not a "Westinghouse commercial." Broadcasters may feel free to assist Westinghouse representatives in arranging public showings or sponsor such showings themselves, except where the presence of Westinghouse stations would make their sponsorship more appropriate. Address: Philip D. Smith, Manager, Motion Picture and Speakers Bureau,

Westinghouse Electric and Manufacturing Company, 306 Fourth Avenue, P.O. Box 1017, Pittsburgh 30, Pa.

## 1944 MEMBERSHIP CERTIFICATES

This week 1944 Membership Certificates were mailed to substantially all member stations. In a few instances errors were made in inserting call letters and new certificates have been ordered. NAB would appreciate information of any instances in which the certificate is injured in the mails, and replacement will be made.

## ERRATA

In NAB REPORTS, page 96, there is a discrepancy in the figures shown in the list submitted by the Advertising Council, namely, \$327,790,373 and the \$352,650,000, given as the estimate of the Advertising Council. The following note should have been added:

"This sum (\$327,790,373) represents 93 per cent of \$352,650,000, which is the Council's estimate of 1943 war theme advertising in all measurable media. The seven per cent not accounted for in the tabulation above does not permit a breakdown in terms of these specific campaign themes."

## FCC AIDE TO NAVY

W. Ervin James, Assistant Secretary of the Federal Communications Commission will report to the Navy Indoctination Center at Fort Schuyler, New York, April 28. Mr. James is commissioned a Lieutenant (J.G.).

Prior to his appointment as Assistant Secretary last November 1943, Mr. James had served as Assistant to Commissioner Clifford J. Durr since December 1941. He is married and a native of Montgomery, Alabama.

## FEDERAL COMMUNICATIONS COMMISSION DOCKET

### HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, April 10. They are subject to change.

## FEDERAL COMMUNICATIONS COMMISSION ACTION

### APPLICATIONS GRANTED

WMAZ—E. K. Cargill (transferor), George P. Rankin, Jr. (transferee), Southeastern Broadcasting Co., Inc. (licensee), Macon, Ga.—Granted consent to acquisition of control of Southeastern Broadcasting Co., Inc., licensee of Station WMAZ, from E. K. Cargill (transferor) to George P. Rankin, Jr. (transferee), through the purchase by the licensee of 279 shares, or 41 per cent, of its capital stock, such shares to be held as Treasury stock. The consideration to be paid to E. K. Cargill is \$120,000. (B3-TC-355)

WDSM—Victoria B. Conroy (transferor), Roland C. Buck (transferee), WDSM, Inc. (licensee), Superior, Wis.—Granted consent to relinquishment of control of WDSM, Inc., licensee of Station WDSM, by Victoria B. Conroy and James J. Conroy, through the sale of 45 shares, or 39.4 per cent, of the issued and outstanding capital stock from Victoria B. Conroy to Roland C. Buck, for a cash consideration of \$18,000. (B4-TC-357)

Wednesday, April 12

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—Renewal of License. 1320 kc., 100 watts; daytime.

### MISCELLANEOUS

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 June 1, 1944.

WRET—The Fort Industry Co., Area of Fort 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 June 1, 1944.

WEKF—Paducah Broadcasting Co., Inc., Area of Paducah, Ky.—Granted renewal of relay broadcast station license for the period ending December 1, 1945.

In accordance with the Commission's policy adopted February 23, 1943, the following applications for FM broadcast stations were placed in the pending files:

York Broadcasting Co., York, Pa.; WGAL, Inc., Lancaster, Pa.; WDEL, Inc., Wilmington, Del.; Louis Wasmer, Inc., Spokane, Wash.; National Broadcasting Co., Inc., Washington, D. C.; Associated Broadcasters, Inc., Bethlehem, Pa.; Blue Network Co., Inc., New York City; Havens & Martin, Inc., Richmond, Va.; Keystone Broadcasting Corp., Harrisburg, Pa.; Nashville Radio Corp., Nashville, Tenn.

WHDH—Matheson Radio Co., Boston, Mass.—Granted petition for leave to amend application for modification of license (B1-ML-1179), and ordered that the application as amended be removed from the hearing docket, and that the hearing set for April 20 be cancelled.

In re Application of: L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Adopted an Order continuing the hearing from April 6 to April 26, 1944, in re application for construction permit to erect a new broadcast station at West Point, Ga. (Docket No. 6549)

NEW—Blue Network Co., Inc., Area of San Francisco, Calif.—Modification of license to change equipment to conform to equipment changes authorized for station KEJK.

NEW—University of Southern California, Los Angeles, Calif.—Construction permit for a new non-commercial educational broadcast station to be operated on 42,900 kc., power of 1 kilowatt; special emission.

NEW—Columbia Broadcasting System, Inc., Delano, Calif.—Construction permit for a new international broadcast station to be operated on 6120, 6170, 9650, 11830, 15270, 17830, 21520 and 21570 kc., with 50 kilowatts power.

WAAD—The Fort Industry Co., Area of Fort Lauderdale, Fla.—Modification of license to change area of operation to Miami, Florida.

WRET—The Fort Industry Co., Area of Fort Lauderdale, Fla.—Modification of license to change area of operation to Miami, Florida.

WEJC—National Broadcasting Co., Inc., Washington, D. C.—Construction permit to move transmitter and make changes in antenna.

KFI-KECA—Earl C. Anthony, Inc., Los Angeles, Calif.—For postponement of the effective date of Sec. 3.35 of the Commission's Rules and Regulations and for extension of licenses of KFI and KECA.

KGW-KEX—Oregonian Publishing Co., Portland, Ore.—To suspend the effective date of Sec. 3.35 to an indefinite date; or for determination that rule is inapplicable to petitioner; in the event the rule is not suspended or held inapplicable to the licenses, for renewals or extensions of licenses to permit orderly disposition of properties; if the specific relief prayed for is not granted without hearing, for a hearing on petition and application.

KHQ-KGA—Louis Wasmer, Inc., Louis Wasmer, Spokane, Wash.—To suspend effective date of Sec. 3.35 as to petitioners or that petitioners be granted a hearing to show that the continued operation of KHQ and KGA as presently operated would be in the public interest, convenience and necessity.

WSPA—Spartanburg Advertising Co., Spartanburg, S. C.—Granted construction permit to make changes in directional antenna system for night use and increase in nighttime power from 1 to 5 kilowatts, subject to submission of an application for

modification of construction permit specifying a directional antenna providing protection to other stations in accordance with the Rules and Regulations and Standards of Good Engineering Practice of the Commission. (B3-P-3384)

KOMO-KJR—Fisher's Blend Station, Inc., Seattle, Wash.—To suspend effective date of General Order No. 84-A, or in the alternative, for determination of inapplicability of regulation, or for renewals or extensions of licenses to permit the orderly disposition of properties.

L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Entered order vacating hearing assignment now scheduled for April 6, on application for construction permit to erect a new station to operate on 1490 kc., with 250 watts power, unlimited time.

### APPLICATIONS FILED AT FCC

#### 850 Kilocycles

WHDH—Matheson Radio Co., Inc., Boston, Mass.—Modification of license to operate with directional antenna after sunset at Gainesville, Fla., instead of local sunset AMENDED to operate with directional antenna after sunset at Gainesville, Fla., or Cleveland, Ohio, whichever is earlier in any month.

#### 1160 Kilocycles

WJJD—WJJD, Inc., Chicago, Ill.—Transfer of control of licensee corporation from H. Leslie Atlass, Ralph L. Atlass and Ralph Louis Atlass to Marshall Field.

#### 1230 Kilocycles

KXO—Valradio, Inc., El Centro, Calif.—License to cover construction permit (B5-P-3546) which authorized change in frequency, increase in power and installation of new transmitter.

KXO—Valradio, Inc., El Centro, Calif.—Authority to determine operating power by direct measurement of antenna power.

#### 1490 Kilocycles

WKBV—Knox Radio Corp., Richmond, Ind.—Construction permit to increase power from 100 watts to 250 watts, make changes in transmitting equipment and antenna and move transmitter and studio.

KPLT—North Texas Broadcasting Co., Paris, Texas—Authority to determine operating power by direct measurement of antenna power.

#### 1580 Kilocycles

NEW—Durham Broadcasting Co., Inc., Durham, N. Car.—Construction permit for a new standard broadcast station to be operated on 1580 kc., power of 250 watts and unlimited hours of operation.

### FM APPLICATIONS

NEW—Louis Wasmer, Inc., Spokane, Wash.—Construction permit for a new high frequency (FM) Broadcast Station to be operated on 45,700 kc., with coverage of 12,609 square miles.

NEW—G. W. Covington, Jr., Montgomery, Ala.—Construction permit for a new high frequency (FM) Broadcast Station to be operated on 45,500 kc., coverage of 4,761 square miles.

NEW—St. Lawrence Broadcasting Corp., Ogdensburg, N. Y.—Construction permit for a new high frequency (FM) Broadcast Station.

NEW—Atlantic Coast Broadcasting Co., Charleston, S. Car.—Construction permit for a new high frequency (FM) Broadcast Station to be operated on 47,700 kc., with coverage of 6,400 square miles.

NEW—Central Broadcasting Co., Des Moines, Iowa—Construction permit for a new high frequency (FM) Broadcast Station to be operated on 46,100 kc., with coverage of 18,200 square miles.

NEW—Stanley M. Goard, George W. Phillips, Robert T. Zabelle, James L. Murray, co-partners, d/b as Broadcasters Oreg., Ltd., Portland, Ore.—Construction permit for a new high frequency (FM) Broadcast Station to be operated on 48,500 kc., coverage of 5,826 square miles.

NEW—Record-Herald Company, Wausau, Wisc.—Construction permit for a new high frequency (FM) Broadcast Station to be operated on 46,500 kc.

## 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 Food Shipping Co.**—Misrepresentation of the value and contents of gift packages of food and other merchandise sold for shipment to members of the armed forces in the United States and foreign countries is alleged in a complaint against Alfred Ungar, trading as American Food Shipping Co., 55 West 87th St., New York. (5147)

**Dr. H. A. Pietri Co.**, 620 West 141st St., New York, is charged in a complaint with disseminating Spanish language advertisements which falsely represent that a lead acetate hair dye she sells under the name Zenaida will restore hair to its original and natural color and will not stain clothing, hands and scalp. (5146)

**Pure Carbonic Inc., et al.**—Five manufacturers of liquid and solid carbon dioxide, the latter also known as dry ice, are charged in a complaint with conspiring to eliminate price competition and to monopolize the production, sale and distribution of their products, in violation of Section 5 of the Federal Trade Commission Act.

The complaint also charges the respondents with violation of the Robinson-Patman Antidiscrimination Act by selling liquid and solid carbon dioxide to some of their customers at lower prices than

they sell such products of like grade and quality to other purchasers.

Respondents named in the complaint are Air Reduction Co., Inc., its subsidiary, Pure Carbonic, Inc., and Mathieson Alkali Works, Inc., all of 60 East 42nd St., New York; Liquid Carbonic Corp., 405 Lexington Ave., New York; and Michigan Alkali Co., Wyandotte, Mich. (5144)

**Rex Diathermy Corp.**, 901 First Court, Brooklyn, engaged in the manufacture and sale of the Rex Diathermy Machine, is charged in a complaint with misrepresenting the curative properties of the device and with failing to reveal in advertisements that its use may result in injury to health. (5145)

**Rich & Co.**—A complaint alleging violation of the Wool Products Labeling Act has been issued against Ernest O. Rich and Michael Simeone, trading as Rich & Co., 270 West 39th St., New York, engaged in the manufacture and sale of women's suits and other garments composed in whole or in part of wool, reprocessed wool or reused wool. (5144)

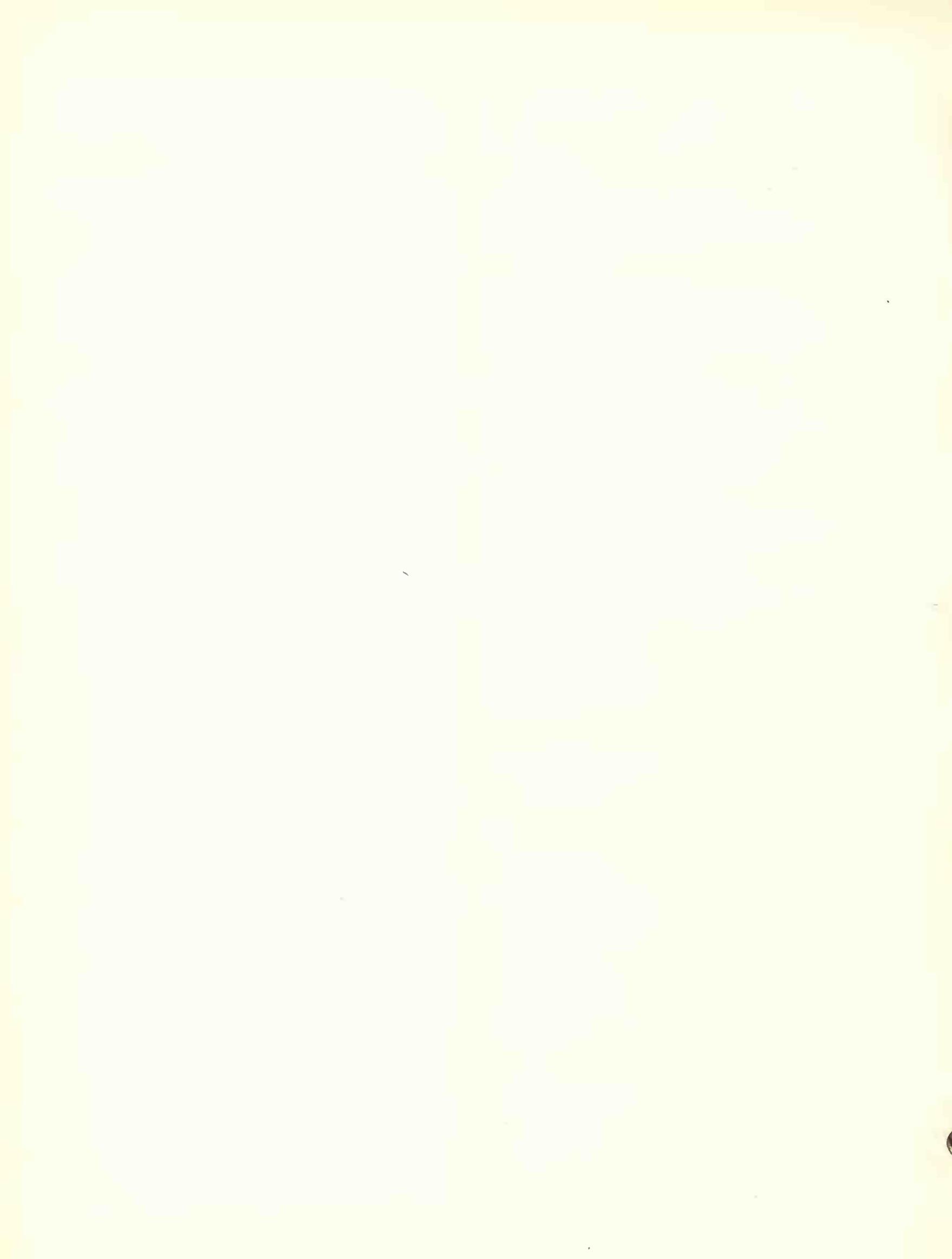
### STIPULATIONS

During the past week the Commission announced no new stipulations.

### CEASE AND DESIST ORDERS

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

**C. E. Lusk Co.**, 6523 Euclid Ave., Cleveland, Ohio, has been ordered to cease and desist from certain misrepresentations made in connection with the sale of a product designated "Lusco" and "Lusco Weld," intended for use in repairing cracks and leaks in automobile radiators and motors and in boilers and other metal devices. (4911)



## BROADCASTING IN THE 4TH WAR LOAN

Broadcasters and their advertisers contributed \$12,800,000 in time, talent and promotions to the Fourth War Loan campaign.

The figure, developed by NAB Research Department, is based on the War Effort Broadcast Reports submitted to NAB monthly by stations, and the report of OWI covering allocations to networks, network advertisers and national spot advertisers. OWI's estimate, based on net charges—after discounts—was adjusted to place the figure on a gross basis and to include the talent involved.

The tabulation of individual station War Effort Reports included detailed information of all efforts originated by the station to promote the 4th War Loan. Included were contributions over and above time and talent—for mass meetings, bond rallies, traveling troupes and countless ingenious promotions resulting in the sale of bonds. The NAB figure is without duplication since the station reports of network, network advertiser or national spot advertiser contribution to the war effort are contained in the OWI report.

The NAB estimate of \$12,800,000 was furnished the Treasury on April 8. Through some misunderstanding, Treasury assumed the NAB figure did not include the OWI allocation estimate. But since it had been included, the Treasury released figure of \$15,000,000 was an overstatement.

## COMMUNICATIONS COMMON CARRIERS DENIED DEFERMENTS

The Board of War Communications, after careful analysis of the employment of men under 26 years of age in the common carrier communications industry, submitted a supplementary statement of minimum requirements to the Inter-Agency Committee on Occupational Deferments. Commissioner E. K. Jett, BWC representative on the Inter-Agency Committee, presented the plea for the common carriers. The portion of the statement outlining the estimated minimum requirements follows:

“Although the Board of War Communications is convinced that there is no justification for blanket deferment of men under 26, it proposes for the common carrier communications industry that deferment be considered after screening individual cases for:

“‘Men in critical occupations as defined in Local Board Memorandum No. 115 with a minimum of 3 years' service who move war traffic, install essential equipment or protect the continuity of service, and whose withdrawal from such employment in a particular location would result in a serious diminution in the availability or quality of war communications service.’

“The application of this definition reduces the number of men in the United States in critical occupations for whom deferments would be requested, as follows: (1) of 31 men under 26 in critical occupations employed in the United States by the international carriers, 20 men meet the requirements of the proposed definition; (2) of 2167

men under 26 employed by the two major domestic carriers, the Bell System and Western Union, 777 men meet the proposed requirements for occupational deferment. It will be noted that the 3-year experience limitation which is part of this definition is superimposed on the requirement that the men be employed in an occupation listed as ‘critical’ in Local Board Memorandum No. 115.”

Even though the total deferments requested for workers in critical occupations under 26 years of age was reduced to only 797 individuals, the request of BWC was denied with the exception of 20 men employed in international communications at cable and radio stations outside the continental limits of the United States.

## STATION COVERAGE PRIME RESEARCH OBJECTIVE

The NAB Research Committee met in Cincinnati, Ohio, April 4 and 5. On Tuesday, April 4 the Committee met in joint session with the Sales Managers Executive Committee to hear a report on the coverage method project, to discuss the subject and to view presentations of the CBS and NBC coverage methods. Those attending the joint session which was presided over by Harold Ryan, president of the NAB, were as follows:

Sales Managers Executive Committee:

Dietrich Dirks, Chairman, KTRI, Sioux City, Iowa; C. K. Beaver, KARK, Little Rock, Arkansas; Sam H. Bennett, KMBC, Kansas City, Missouri; Walter Johnson, WTIC, Hartford, Connecticut; William C. Roux, NBC, New York; John M. Outler, Jr., WSB, Atlanta, Georgia; John E. Surrick, WFIL, Philadelphia, Pa.; Lewis H. Avery, Secretary, NAB, Washington, D. C.

Research Committee:

Hugh Feltis, Chairman, KOIL, Omaha, Nebraska; Roger W. Clipp, WFIL, Philadelphia, Pa.; Edward F. Evans, WJZ, New York City; G. Bennett Larson, WWDC, Washington, D. C.; Barry Rumble, NBC, New York; Frank Stanton, CBS, New York; Jack Williams, WAYX, Waycross, Georgia; Paul F. Peter, Secretary, NAB, Washington, D. C.

Guests:

John Churchill, CBS, New York; Kenneth Greene, NBC, New York; Edward W. Hamlin, KSD, St. Louis, Missouri; Thomas B. Price, WWSW, Pittsburgh, Pa.; Robert E. Dunville, WLW-WSAI, Cincinnati, Ohio; William Doerr, WEBR, Buffalo, New York.

The Columbia method for determining station coverage was presented by Frank Stanton, CBS Vice President, assisted by John K. Churchill, CBS Director of Research. The NBC method was presented by Kenneth Greene, NBC Assistant Research Manager, supported by Barry T. Rumble, NBC Research Manager. Both of the presentations emphasized methods employed and results produced to give a clear understanding of the nature of the information developed under each system.

(Continued on page 110)



THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W.

WASHINGTON

Phone NAtional 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*.

## INQUIRY ON POWER RATES

NAB has received from one of its member stations an unusual request. This station tells us that the power company serving their transmitter insists that the electrical current consumed for power lighting be measured on the building light meter rather than on the power meter which is installed for measuring the power consumed by the transmitter. A considerable amount of current is consumed for power lighting and it would be quite advantageous to have it charged at power rates rather than at lighting rates, the power rate, of course, being lower.

The station would like to know if any other station has encountered this same situation. NAB would appreciate advice from any part of the country on the matter.

## STATION COVERAGE PRIME RESEARCH OBJECTIVE

(Continued from page 109)

Following the discussion of coverage method the combined meeting reviewed the recommendation of January 24 of the special NAB Audience Measurement Bureau Committee to the NAB Board of Directors. The possibility of reviving the Broadcast Advertising Record which was discontinued in March 1942 was discussed.

On Wednesday (5), the Research Committee met under the chairmanship of Mr. Hugh Feltis, recently appointed to that position in place of Harold Ryan, NAB president-elect. The following were present:

J. Harold Ryan, NAB President; John K. Churchill, CBS, New York; Kenneth Greene, NBC, New York; Roger W. Clipp, WFIL, Philadelphia, Pa.; Edward F. Evans, WJZ, New York City; G. Bennett Larson, WWDC, Washington, D. C.; Barry Rumple, NBC, New York; Frank Stanton, CBS, New York; Jack Williams, WAYX, Waycross, Georgia; Paul F. Peter, Secretary, NAB, Washington, D. C.

John C. McCormack, KTBS-KWKH, Shreveport, Louisiana, was unable to attend.

After further discussion of the standard coverage project the Committee decided to appoint a Technical Subcommittee to examine all information on coverage methods available from stations, networks, research organizations, station representatives, advertising agencies, and advertisers, and report to the Research Committee a recommended method with authenticating data and definitions of methods involved. This report as approved by the full Research Committee is to be presented to a joint meeting of the Research Committee, the NAB Sales Managers Executive Committee, and a Subcommittee of the NAB Board to be appointed by Mr. Ryan. The Technical Subcommittee of the Research Committee appointed by Mr. Feltis is as follows:

Roger W. Clipp, Chairman, WFIL, Philadelphia, Pa.; Edward F. Evans, WJZ, New York City; Frank Stanton, CBS, New York; Barry Rumple, NBC, New York; John Churchill, CBS, New York; Kenneth Greene, NBC, New York; Paul F. Peter, Secretary, NAB, Washington, D. C.

Mr. Clipp was given authority to add any other research people to his Sub-committee which he felt desirable.

Mr. Ryan appointed the following to the Board's Subcommittee:

Hugh A. L. Half, WOAI, San Antonio, Texas; Harry R. Spence, KXRO, Aberdeen, Washington; Barney Levin, WDAY, Fargo, North Dakota; Frank King, WMBR, Jacksonville, Florida.

## PROGRAM LOG INFORMATION WANTED

NAB has received a request as to how many stations require complete or partial program logs kept by technicians at the transmitter. Your cooperation is invited in order that we may answer this question.

## NAB TECHNICIAN POOL

Several days ago the following letter was received from the chief engineer of a station in one of our large southern cities:

"Will you supply me names of operators listed in the NAB pool, which I could contact in an attempt to employ them.

"We have previously succeeded in employing three men through this source."

At the present time nearly 600 applicants for technical positions are on file in the NAB Technical Pool. Many are presently employed in some capacity outside the broadcast industry. Therefore, it is generally necessary to contact a considerable number of the applicants in order to fill an existing vacancy. However, the above letter, typical of many received from broadcasters, indicates the Pool has accomplished much toward alleviating the shortage of technicians. Have you used this NAB service yet?

## FIXED CONDENSERS AVAILABLE

Broadcasters unable to obtain replacement mica transmitting condensers from their usual sources of supply are invited to address inquiries to the NAB Engineering Department. Please describe fully the condensers needed and the quantity of each type desired. A detailed inventory is available at NAB of a considerable stock which can be delivered if the usual replacement priorities are extended.

## INDUSTRIAL SOUND EQUIPMENT

Forms to be used by persons seeking to obtain industrial sound equipment for war production plants have been listed by the Radio and Radar Division, the War Production Board has announced. Such equipment includes both public address and inter-communication systems. They are used for paging personnel in factories, for transmitting information and emergency warnings, as well as for music during periods of the working day. Detailed information concerning procedure and forms may be obtained from the NAB Engineering Department.

## "VICTORY F.O.B."—WJR BROCHURE

The brochure containing talks that had been given by guest speakers on "Victory F.O.B." has just been distributed by WJR, Detroit, the originating station. The program is fed to 110 CBS stations every Saturday afternoon from 3:00 to 3:30 p. m. EWT.

A foreword by G. A. Richards, station president, titled, "The American Way," explains that the program and the talks are inspired by a patriotic endeavor to preserve our American way of life.

". . . Let us not become so accustomed to the exigencies

of war that when the emergency has ended and we again enjoy the fruits of peace we will, unwittingly, forego forever the rights and liberties for which our forefathers fought and which are made sacred by our Constitution", the foreword reads in part.

The greater portion of the program is musical, featuring a 35 piece little symphony orchestra and a 16 voice mixed chorus.

The current distinguished American guest speaker prepares his own manuscript, expressing his personal views on a subject of national importance. He broadcasts from a CBS station in the town where he happens to be on the day of the broadcast.

Eric A. Johnston, president, U. S. Chamber of Commerce, was guest speaker on January 8, 1944; Alexander G. Ruthven, president, University of Michigan, January 15; Merle Thorpe, editor-publisher, *Nation's Business*, Jan. 22; Warren H. Atherton, national commander, American Legion, Jan. 29; Frederick C. Crawford, president, Thompson Products, Feb. 4; Beardsley Ruml, treasurer, R. H. Macy Co., Feb. 12; and Howard W. Jackson, president, Riall Jackson Co., Feb. 19.

## WBZ WARCASTS INCREASE PRODUCTION, RAISE MORALE

More than 100,000 war workers in metropolitan Boston are provided with a very special type of news program 25 times daily as a result of a unique network set up by WBZ at the suggestion of the United States Navy's Industrial Incentive Division. This distinctive network consists of a web of leased lines between the Westinghouse radio station studios in the Hotel Bradford and suburban war plants employed on Naval contracts as well as the thousands of workers in the two Boston Navy Yards.

This service came about when Washington officials made a survey of the local Navy Yards and sought methods of spreading production and lowering absenteeism. The Boston District Naval Incentive Officer suggested special five-minute war news digests, coupled with an incentive message especially written for workers, be placed on the Navy Yards' public address system twice daily.

WBZ was asked to aid in the development of the plan. Hence, the WBZ newsroom started preparing Warcasts which are sent daily and Sundays over leased lines to the Navy Yards. Government officials noted an improvement in production as well as in the workers' morale. Labor leaders and Washington authorities praised the plan, and Under Secretary Forrestal issued a directive late in August, 1943, asking that Navy Shore Installations and war plants in other parts of the country adopt a similar technique.

The special Navy Yard Warcasts have continued without interruption since that time. On Christmas Eve, a second service, known as the Boston Naval Warcast Network, was instituted at the WBZ studios. The WBZ Navy Warcast Network "pipes" five-minute war news digests into ten Greater Boston industrial plants at intervals over an eighteen hour period daily. The only expense to the plants is the cost of telephone leased lines between the WBZ studios and the factories.

The Naval Warcast Network has been expanded to other cities from coast to coast since its inception in Boston.

## WOW BEGINS 22ND YEAR

WOW, Omaha, observed its 21st birthday, without fanfare, on April 2 and it is now well started on "its 22nd year of usefulness."

Featured on the front page of the April "WOW News Tower," station's monthly magazine, are photos of four

radio men who have participated in the growth and success of the station.

That of Johnny Gillin, Jr., WOW president, shows him as a turbaned and barefoot sheik, in a prep school play. Harry Burke, WOW assistant manager, is pictured as a student in a Worcester, Mass., prep school.

The old time photo of Bill Wiseman, then a freshman at "Old Mizzou", reveals a fine crop of hair. Lyle De Moss is shown in a "gown", without cap, right hand clutching a bouquet. At the time he was studying voice at a theological school.

## WLS HAS 20TH BIRTHDAY

On April 12, 1924, WLS started operations, 500 watts on 870. Because of the war there was no formal observance of the anniversary last Wednesday. Eight staff members are twenty-year veterans. The station was purchased by its present owner, Burrige D. Butler, in 1928.

## COLUMBIA GETS DPC LOAN

Secretary of Commerce, Jesse Jones, has announced that the Defense Plant Corporation, RFC subsidiary, has authorized the execution of a contract with the Columbia Broadcasting System, Inc., to provide facilities at Delano, Cal., at a cost of approximately \$450,000. Columbia will operate these facilities, title remaining in the Defense Plant Corporation.

## JAN. & FEB. ANALYSIS OF STATION WAR EFFORT BROADCASTS

Individual station originations in support of the war effort during January and February 1944 continued aggressive, hard-hitting and resultful.

During these two months broadcasting established a new high back of a war loan, the 4th War Loan, yet found time to handle an extended list of subjects having to do with the prosecution of the war.

The figures presented below were produced by the NAB Research Department. They are based exclusively on the monthly reports of individual stations to NAB and are minimum rather than maximum.

	Type & Length	January Number	February Number
<i>OWI—Washington:</i>			
4th War Loan	L or ET	48,890	36,220
Woman Power	L or ET	5,640	10,330
Wave Recruiting	L or ET	5,690	8,490
Join the Wacs	L or ET	.....	7,500
Cadet Nurse Corps	L or ET	8,980	.....
Red Cross Fund Drive	L or ET	.....	6,370
Waste Paper Salvage	L or ET	4,840	.....
V-Mail	L or ET	.....	6,830
Paper Conservation	L or ET	4,920	8,510
Fight Inflation	L or ET	10,430	.....
Hold Prices Down	L or ET	.....	7,210
Wartime Nutrition	L or ET	10,070	.....
Save Critical Resources	L or ET	4,440	.....
Save Fats and Greases	L or ET	.....	7,790
Car Sharing	L or ET	1,710	4,420
Conserve Gasoline	L or ET	4,450	.....
Conserve Fuel	L or ET	.....	6,070
		110,060	103,670
Performance on above items but not itemized		22,500	25,780
		132,560	129,450
<i>Treasury Department:</i>			
Treasury Song Parade	3-Min. ET	21,150	12,420
Treasury Star Parade	15-Min. ET	13,120	10,160
Announcements		180	80

	Type & Length	January Number	February Number		Type & Length	January Number	February Number
<i>War Bonds:</i>	Spots	15,010	10,260	<i>Marines: (Includes Women)</i>	Spots	2,230	1,160
	2-Min.	390	420		5-Min.	60	10
	3-Min.	.....	150		10-Min.	40	.....
	5-Min.	910	360		15-Min.	200	110
	10-Min.	130	30		30-Min.	10	.....
	15-Min.	1,660	680		3 Hours 20-Min.	.....	10
	30-Min.	840	290	<i>Coast Guard: (Includes SPARS)</i>	Spots	1,780	720
	45-Min.	420	10		10-Min.	10	.....
	60-Min.	80	.....		15-Min.	50	.....
	2 Hours	20	10	<i>Miscellaneous of Above</i>	Spots	320	.....
	2½ Hours	20	.....	<i>War Shipping: (Merchant Marines)</i>	Spots	1,910	320
	3½ Hours	.....	10	<i>Dept. of Agriculture: (Farm Security, War Food, etc.)</i>	Spots	1,840	4,000
	3 Hours	.....	10		5-Min.	.....	240
	13 Hours	10	.....		10-Min.	.....	210
<i>Special 4th War Bond Promotion:</i>					15-Min.	810	680
A. Treasury Song for Today	5-Min. ET	14,760	21,250		60-Min.	310	.....
B. Treasury Salute	15-Min. ET	8,000	14,640		No Length	.....	140
C. Live Announcements	Live Spots	79,160	114,940		29 Hours	.....	10
Other	2-Min.	830	.....	<i>Child Care:</i>	Spots	70	20
	3-Min.	30	40	<i>Civic and Fraternal:</i>	Spots	470	350
	5-Min.	210	980		10-Min.	.....	10
	10-Min.	60	170		15-Min.	50	60
	15-Min.	1,080	2,480	<i>Education:</i>	15-Min.	130	10
	25-Min.	.....	330		No Length	.....	30
	30-Min.	390	500	<i>Forest Service:</i>	Spots	390	.....
	45-Min.	.....	10	<i>Health:</i>	Spots	230	1,140
	60-Min.	10	.....		15-Min.	10	290
	75-Min.	.....	10		90-Min.	.....	10
	2 Hours	.....	10	<i>Housing:</i>	Spots	360	.....
	5 Hours	.....	10	<i>Miscellaneous:</i>	Spots	12,240	14,940
	10 Hours	.....	10		3-Min.	80	.....
	12 Hours	.....	10		5-Min.	430	460
	No Length	.....	950		10-Min.	410	220
(Other 4th War Loan listed under OWI—Washington.)					15-Min.	3,560	1,940
<i>Subjects in Woman's Radio War Programs:</i>					25-Min.	.....	30
Black Markets (Gas)		.....	1,070		30-Min.	180	60
Black Markets	5-Min.	.....	50		90-Min.	.....	10
File Early Income Tax		.....	1,850	<i>Nurses:</i>	Spots	730	250
Use V-Mail		.....	1,190		5-Min.	20	20
Waste Paper		.....	2,320	<i>O. C. D.:</i>	Spots	300	1,180
Waste Paper	5-Min.	.....	50		5-Min.	70	.....
<i>Coordinator of International Affairs:</i>					10-Min.	.....	90
	5-Min.	280	100		15-Min.	770	750
	15-Min.	350	290		20-Min.	.....	10
	45-Min.	50	40	<i>ODT:</i>	Spots	1,570	710
<i>Pick-Ups from Camps:</i>				<i>OPA:</i>	Spots	9,850	5,380
	5-Min.	810	840		5-Min.	200	200
	10-Min.	20	.....		10-Min.	120	.....
	15-Min.	610	440		15-Min.	220	740
	20-Min.	80	.....		30-Min.	10	.....
	25-Min.	150	80		60-Min.	.....	10
	30-Min.	1,310	1,380	<i>Paralysis:</i>	Spots	5,980	180
	45-Min.	10	.....		5-Min.	990	10
	60-Min.	20	40		10-Min.	90	20
	90-Min.	.....	10		15-Min.	420	90
	No Length	50	.....		60-Min.	10	.....
	10 Hours	.....	10	<i>Post Office:</i>	Spots	460	250
	12½ Hours	10	.....		15-Min.	.....	50
<i>Voice of the Army:</i>				<i>Red Cross:</i>	Spots	8,020	8,290
	15-Min. ET	2,240	2,240		5-Min.	60	80
	30-Min.	60	.....		10-Min.	40	100
	Spots	30	.....		15-Min.	1,130	1,350
<i>Army: (Includes Air and WACS)</i>							
	Spots	5,410	6,140				
	5-Min.	10	130				
	10-Min.	240	.....				
	15-Min.	220	1,430				
	20-Min.	10	.....				
	30-Min.	30	320				
<i>Navy: (Includes Air and WAVES)</i>							
	Spots	5,990	5,380				
	5-Min.	40	130				
	10-Min.	.....	20				
	15-Min.	780	400				
	25-Min.	.....	10				
	30-Min.	10	50				

## FEDERAL COMMUNICATIONS COMMISSION DOCKET

### HEARINGS

No broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, April 17.

## FEDERAL COMMUNICATIONS COMMISSION ACTION

### APPLICATIONS GRANTED

- KSUB**—Southern Utah Broadcasting Co., Cedar City, Utah.—Granted construction permit in accordance with Public Notice of January 26, 1944, to make changes in equipment and increase power from 100 to 250 watts (B5-P-3477).
- WTEL**—Foulkrod Radio Engineering Co., Philadelphia, Pa.—Granted petition for reinstatement of application (B2-P-3124) for construction permit to make changes in equipment and increase power from 100 to 250 watts, subject to the condition that a construction permit will not be issued until the company has satisfied the Commission with respect to the following within 90 days of notice of conditional grant, in accordance with policy announced January 26, 1944; (1) By evidence in writing from the WPB that any authorization of that Board necessary to carry the construction to completion has been obtained or that none is required; (2) that Foulkrod Radio Engineering Co. is in a position to complete all construction necessary to the proposed operation within a reasonable period, and (3) acceptance of grant upon these conditions has been submitted in writing within 20 days of date of notice of grant.
- WDAK**—J. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Granted construction permit to move transmitter from 1028½ Broadway, Columbus, Ga., to 75 miles south of Girard on the "Brick Yard Road", Phoenix City, Ala., and install new antenna (B3-P-3589).
- WJMC**—Walter H. McGenty (Assignor), Walter C. Bridges (Assignee), Rice Lake, Wis.—Granted consent to voluntary assignment of license of station WJMC from Walter H. McGenty to Walter C. Bridges, for a total consideration of \$17,500 (B4-AL-396).
- WOW**—Radio Station WOW, Inc., Omaha, Neb.—Adopted Order denying petition for hearing, rehearing, or other relief directed against the action of the Commission February 29, 1944, granting the application of Inland Broadcasting Co. (KBON), Omaha, Neb., for renewal of license and denying petition of WOW for relief under Sec. 312 (b) of the Communications Act.
- KOMA**—KOMA, Inc., Oklahoma City, Okla.—Adopted Order amending hearing notice in the matter of application for construction permit (Docket 5948), by addition of supplemental issues.

### MISCELLANEOUS

- WABG**—Memphis Publishing Co., area of Memphis, Tenn.—Granted construction permit to make changes in transmitter and increase power in relay broadcast station to 100 watts (B3-PRY-295).
- In accordance with Commission policy adopted February 23, 1943, the following applications for FM broadcast stations were placed in the pending file:

FM Development Foundation, Olney, Md.; The Hampden-Hampshire Corp., Holyoke, Mass.; Havens & Martin, Inc., Richmond, Va.; Illinois Broadcasting Corp., Quincy, Ill.; Montgomery Broadcasting Co., Inc., Montgomery, Ala.; Onondaga Radio Broadcasting Corp., Syracuse, N. Y.; Sharon Herald Broadcasting Co., Sharon, Pa.; Westinghouse Radio Stations, Inc., Boston, Phila-

	Type & Length	January Number	February Number
<i>Red Cross</i>	25-Min.	40	.....
	30-Min.	40	410
	45-Min.	.....	50
<i>Safety:</i>	Spots	1,090	1,180
	5-Min.	220	.....
	10-Min.	50	40
	15-Min.	180	220
<i>Secret Service:</i>	Spots	340	940
	10-Min.	10	.....
	15-Min.	20	.....
<i>Social Security:</i>	15-Min.	40	370
	Spots	150	2,370
<i>Taxes:</i>	5-Min.	.....	30
	15-Min.	60	130
	30-Min.	.....	10
<i>USO and Service for Soldiers</i>	Spots	910	1,440
	5-Min.	10	.....
	10-Min.	90	150
	15-Min.	400	270
	30-Min.	20	10
<i>War Department:</i>	Spots	140	.....
	Spots	6,780	8,340
<i>War Manpower Commission, Civil Service, Dept. of Labor:</i>	5-Min.	250	290
	10-Min.	.....	40
	15-Min.	250	330
<i>WPB:</i>	Spots	1,080	670
	15-Min.	260	270

### Resume of Programs and Announcements, January and February 1944

Type and Length	January Number	February Number
Announcements	297,580	326,510
2-Min.	1,220	420
3-Min.	21,260	12,610
5-Min.	19,330	25,230
10-Min.	1,310	1,100
15-Min.	36,620	40,420
20-Min.	90	10
25-Min.	190	450
30-Min.	2,900	3,030
45-Min.	480	110
60-Min.	420	50
75-Min.	.....	10
90-Min.	.....	30
2 Hours	20	20
2½ Hours	20	.....
3 Hours	.....	10
3 Hours 20 Min.	.....	10
3½ Hours	.....	10
5 Hours	.....	10
10 Hours	.....	20
12 Hours	.....	10
12½ Hours	10	.....
13 Hours	10	.....
29 Hours	.....	10
No Length	50	1,120

### 918 STATIONS

During the month of February, 1 station was deleted by the FCC and 4 new construction permits were issued. During March, the Commission issued 1 new construction permit. There follows a comparative table of the number of stations by months:

	1943:					1944:							
	Apr. 1	May 1	June 1	July 1	Aug. 1	Sept. 1	Oct. 1	Nov. 1	Dec. 1	Jan. 1	Feb. 1	Mar. 1	Apr. 1
Operating .....	911	911	911	911	911	911	911	911	910	910	910	909	909
Construction ....	2	2	1	1	2	2	2	2	2	2	4	8	9
	913	913	912	912	913	913	913	913	912	912	914	917	918

delphia, and Pittsburgh; The WFMJ Broadcasting Co., Youngstown, Ohio; WGN, Inc., Chicago.

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—The Commission on its own motion continued the hearing scheduled for April 12 to May 12, 1944, on application for renewal of license.

Meadville Tribune Broadcasting Co., Meadville, Pa.—Denied petition for reinstatement of application for construction permit (B2-P-3366) for new station to use 1340 kc., 250 watts, S.H. (all hours not used by WSAJ), without prejudice to consideration of a further petition with facts and data as required under procedures established in Commission's statements of policy issued August 11, 1943, and January 26, 1944.

## APPLICATIONS FILED AT FCC

### 570 Kilocycles

KMTR—KMTR Radio Corp., Los Angeles, Calif.—Relinquishment of control of licensee corporation by Reed E. Callister through transfer of 337½ shares common stock to Gloria Dalton—Court Order also includes transfer of 162½ shares Common Stock by K. L. Banning.

### 960 Kilocycles

WELI—City Broadcasting Corp., New Haven, Conn.—Transfer of control of licensee corporation from Arde Bulova, Harold A. LaFount, Herman Stutz and F. V. Goldstein to Harry C. Wilder (22.8%), Central New York Broadcasting Corp. (38.6%) and Troy Broadcasting Co., Inc. (38.6%).

### 1010 Kilocycles

KLRA—Arkansas Broadcasting Co., Little Rock, Ark.—Transfer of control of licensee corporation from A. L. Chilton to Gazette Publishing Co. (2400 shares of common stock).

### 1230 Kilocycles

KGHI—Arkansas Broadcasting Co., Little Rock, Ark.—Voluntary assignment of license to A. L. Chilton and Leonore H. Chilton, a partnership, d/b as KGHI Broadcasting Service.  
WCOL—WCOL, Inc., Columbus, Ohio.—Transfer of control of licensee corporation from Kenneth B. Johnston to Lloyd A. Pixley and Martha P. Pixley, jointly, and Milton A. Pixley and Grace M. Pixley, jointly (250 shares—all the common stock).

### 1240 Kilocycles

WRAL—Capitol Broadcasting Co., Inc., Raleigh, N. Car.—Special service authorization to operate on 850 kc., 250 watts power and unlimited hours of operation.

### 1300 Kilocycles

KGLO—Mason City Globe-Gazette Co., Mason City, Iowa.—Modification of license to change corporate name to Lee Radio, Incorporated.

### 1400 Kilocycles

NEW—Louisiana Communications, Inc., Baton Rouge, La.—Construction permit for a new standard broadcast station to be operated on 1400 kc., 250 watts power and unlimited hours of operation. Amended: re change in type of transmitter.

### 1450 Kilocycles

KWAL—Silver Broadcasting Co., Wallace, Idaho.—Transfer of control of licensee corporation from Clarence Berger to J. R. Binyon (500 shares of stock).  
WROX—Robin Weaver, Sr., Clarksdale, Miss.—Modification of construction permit (B3-P-3557) for changes in transmitting equipment and approval of transmitter and studio locations.

## FM APPLICATIONS

NEW—American Broadcasting Corp., Knoxville, Tenn.—Construction permit for a new high frequency (FM) Broadcast station to be operated on 45100 kc. with coverage of 3,230 square miles.

NEW—Intermountain Broadcasting Corp., Salt Lake City, Utah.—Construction permit for a new high frequency (FM) broadcast station to be operated on 43500 kc.

NEW—The Peninsula Broadcasting Co., Salisbury, Md.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48900 kc. with coverage of 6,000 square miles.

NEW—KFEQ, Inc., St. Joseph, Mo.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46900 kc.

NEW—The Brockway Company, Watertown, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on 47300 kc. with coverage of 4,145 square miles.

## MISCELLANEOUS APPLICATIONS

KFGY—Blue Network Co., Inc., area of San Francisco, Calif.—Modification of license to change equipment and reduce power from 100 watts to 75 watts to conform with licensed equipment of station KNBC.

WCBN—Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.—Modification of construction permit (B1-PIB-44) for extension of completion date from 5-7-44 to 11-7-44.

## FEDERAL TRADE COMMISSION DOCKET

### COMPLAINT

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

**Oppenheimer Casing Co., Inc.**, and a trade association and an advertising agency, all of Chicago, are charged in a complaint with cooperating in the dissemination of false advertisements to induce the sale of natural casings used as containers for meat products such as frankfurters, weiners and sausages. The Oppenheimer company manufactures natural casings from the intestines of animals and is in competition with firms which sell casings made of cellulose. (5148)

### CEASE AND DESIST ORDER

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

**Gulf Oil Corp.**—An order has been issued directing Gulf Oil Corp., Gulf Building, Pittsburgh, to cease and desist from representing that the insecticide it sells under the name Gulf Livestock Spray affords livestock complete protection from insects. (4581)

### STIPULATIONS

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

**Haldeman-Julius Publications**, Girard, Kans., has stipulated that he will cease and desist from certain misrepresentations in connection with the sale of a 12-volume set of Little Blue Books, which he publishes and advertises as "An Encyclopedia of Knowledge." (03204)

**Murray's Superior Products Co.**, 3610 Cottage Grove Ave., Chicago, engaged in the sale of Murray's Skin Bleach, stipulated that in advertising the preparation they will cease representing

at it whitens normally dark skin, aids in the removal of blotches or pimples, or clears up the skin. (03205)

**Nature's Herb Co.**, 1260 Market St., San Francisco, engaged in the sale of a laxative designated Plantlax, entered into a stipulation to 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 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. (03206)

#### FTC CASE DISMISSED

The Federal Trade Commission has ordered that its complaint against Thomas Leeming & Company, Inc., 101 West 131st St., New York, be dismissed.

The complaint charged that the respondent disseminated, by means of newspapers, circulars and radio broadcasts, false and deceptive representations concerning the therapeutic properties of its medicinal preparation designated "Baume Ben-Gay," which it recommends for external application in the treatment of various painful conditions of the body.



# National Association of Broadcasters

1760 N STREET, N. W. \* \* \* \* \* WASHINGTON 6, D. C.

No. 17

**SPECIAL INFORMATION BULLETIN**

April 21, 1944

## **NO MORE "DISCLAIMERS"**

The following letters were received by Willard D. Egolf, NAB Assistant to the President, dated April 15, 1944, abolishing as of that date the necessity for "disclaimers" on commercial programs presenting members of the armed forces or commercial broadcasts emanating from camps, posts or stations.

Your special attention is directed to the wording of these communications, for proper guidance.

(Navy Department)

"Reference is made to your letter of January 31, 1944.

"Effective this date it is no longer necessary to use a disclaimer clause when (1) a commercial program originates from a Naval, Marine Corps or Coast Guard establishment and (2) when personnel of the Navy, Marine Corps or Coast Guard are participants in a commercial program provided no endorsement of the product advertised is inferred and that in the case of participation of personnel no commercial announcement is used immediately preceding or immediately following such appearances.

"A musical curtain, bridge or any other form of definite break will be adequate separation between Naval personnel and commercial announcements.

Sincerely,

J. Harrison Hartley  
Lieutenant Commander, USNR  
Officer-in-Charge, Radio Section"

(War Department)

"War Department is happy to be able to advise you that, effective immediately the disclaimer which it has required be used on broadcasts emanating from Army installations, is no longer necessary.

"Will you take the necessary steps to advise your committee to that effect?

Sincerely yours,

Jack W. Harris, Major, A.U.S.  
Acting Chief, Radio Branch"



## **Ryan Expresses Faith in Broadcasting's Future**

"We have plenty of evidence in the world today that men must stand together if they intend to preserve the rights to which free men are born. But in standing together, they must recognize and respect and carry with courage the obligations incumbent upon those who would enjoy the privileges of democratic living.

I enter the presidency of the National Association of Broadcasters convinced of this, that the broadcasting industry has many obligations which must be met. It is obligated to the Government, which is to say that it is obligated to the people who ARE the Government. To the people of the United States broadcasters owe good and clean programming in entertainment, honest reporting of the news and fair interpretation of it, conscientious support of worthy community projects, true reflection of matters political and social; in short, to the people the broadcasters owe GOOD RADIO.

I see the National Association of Broadcasters as an instrument which can be used in helping to pay that debt. I see it, too, as a defender of the American system of broadcasting as the RIGHT system of broadcasting. To my mind it has always been the right system and the only one consistent with our national aims as a democracy.

If you want to know what I believe, I believe that the Association should continue vigorously its program for obtaining new legislation which is patterned to meet the requirements of an industry that has proven itself worthy; I believe the Association should direct its influence toward technical improvements, for in that direction lies greater service to the people; I believe it should devote itself to removing whatever scar-tissue remains from earlier days, when broadcasting's objectives had not come into clear focus.

I believe radio is here to stay and I have an overpowering presentiment that the Federal Communications Commission is also. Both have a common objective and should be able to attain it by understanding cooperation.

Beyond this, I hope that the Association will devote itself to sponsoring sounder management among radio stations, that all may prosper according to their deserts. Such management, it seems to me, should treat with equal emphasis the problems of programming as well as the problems of the commercial departments. Broadcasting's duty to its sponsors is clearcut—to enable them, through its medium, to speak honestly and sincerely of their products to the public. This concept is as historically American as the pioneer trading-post, which patterned it.

I have utter faith in America's broadcasters. I know many of them personally and I hope to meet more of them. They subscribe to the sentiments I have stated here, I believe, and they will meet any test to which they are put by those they serve."



**THE 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*.

## HAROLD RYAN NOW ACTIVE AS NAB PRESIDENT

(As released by NAB News Bureau)

Washington, D. C., April 17, 1944: At his first official meeting with the staff of the National Association of Broadcasters, Monday, Harold Ryan, President, urged the headquarters personnel to give to the NAB membership the best of services in their power and present capacities in the many important problems confronting broadcasting. The meeting was marked by a brief discussion of staff functions which are scheduled for review by the NAB Board of Directors in Washington, May 8-10.

NAB executive personnel is as follows:

C. E. Arney, Jr., *Secretary-Treasurer*;  
Willard D. Egolf, *Assistant to the President*;  
Lewis H. Avery, *Director of the Department of Broadcast Advertising*;  
Robert Bartley, *War Activities Director*;  
Paul F. Peter, *Director of Research*;  
Howard Frazier, *Director of Engineering*;  
Arthur Stringer, *Director of Promotion and Circulation*;  
Dorothy Lewis, *Coordinator of Listener Activity*, New York City.

All are serving now in virtually full time war capacities.

## WILLIAM GREEN, AFL PREXY, SAYS WJJD STRIKE UNAUTHORIZED

In response to an NAB telephone query to Philadelphia Thursday, William Green, President of the American Federation of Labor, stated that he was attempting to reach James C. Petrillo by telephone to advise him that the WJJD strike was unauthorized and the strikers should be ordered back to work. Green said that he was continuing his efforts to reach Petrillo and advise him that the strike was in violation of labor's "no strike" pledge.

Situation may be summed up by quoting in full a telegram sent by Ralph L. Atlass, President of WJJD, to Petrillo on April 13, followed by a statement issued by Atlass on April 14. Statements were not forthcoming from the AFM Chicago office or Petrillo.

(Atlass telegram to Petrillo on April 13):

"In accordance with your testimony before the Senate subcommittee that any broadcaster has the right to appeal to you for the unjust demands of any local, we are availing ourselves of this privilege. Your local in Chicago has made unjustified and unpatriotic demands upon us to

have twice the number of employees to accomplish the same work which is now being done by musicians actually working less than 20 hours per week. This is not justified from a patriotic point of view because of the critical shortage of labor, particularly in the Chicago area.

"This is impossible from an economic point of view. There is no dispute about wages or working conditions. Although our contract expired Feb. 15, no demands were made upon us until March 31. Without notice to us and without taking a vote of the musicians working at this station, the musicians were directed not to report for work on April 14. No sincere effort was made to negotiate with us. We vainly tried to cooperate with your local at the first date they would set which was today, but all to no avail.

"Accordingly we are appealing to you. We tried to call you by long distance telephone today. We are advised by your counsel that you would not talk on long distance. We are appealing to you hoping that motivated by a patriotic spirit and sense of fairness you will discuss the matter with us and effect an agreement giving our musicians every right and wage they may reasonably expect and which will at the same time provide an economic and effective use of manpower."

(Atlass statement of April 14):

"On Tuesday, April 11, we were informed by one of our musicians that all musicians employed by our station were being directed by their union not to report for work after April 13. There had been no strike threat, or no strike vote by our musicians. There is now no dispute over pay or working conditions. Our men now receive a minimum of \$75 per week per man. The union scale is \$75 per week for a maximum five-hour five-day week. They now work, exclusive of turning records, an average of less than 7½ hours per week per man. The union is now demanding that we employ 20 men to do the same work that is now being done by 10. Chicago is a critical manpower area. We consider this demand an unpatriotic waste of manpower. It is economically impossible."

## HAROLD RYAN ELECTED PRESIDENT OF BMI

Following the formality of election to the Board of Directors of Broadcast Music, Inc., in New York City Wednesday of this week, Harold Ryan, President of NAB, was elected President of BMI. In this move the BMI Board continued the policy of electing the NAB President to the presidency of the industry owned music licensing and publishing organization, the joint posts being formerly held by Neville Miller.

The BMI Board gave formal expression to the feeling of appreciation for the services of Neville Miller in organizing and directing BMI.

A change of by-laws which will increase the membership of the Board from seven to ten is being referred to the stockholders for approval by mail. Directors so added will be C. W. Myers, KOIN-KALE; Leonard Reinsch, WSB, WHIO, WIOD, and Robert D. Swezey, Secretary and Counsel, Blue Network.

Carl Haverlin's resignation from BMI was accepted in the form of a motion to present him with an appropriate gift in recognition of his services to the organization.

## NO MORE "DISCLAIMERS"

The following letters were received by Willard D. Egolf, NAB Assistant to the President, dated April 15, 1944,

## NAB BOARD MEETING, WASHINGTON, MAY 8-9-10

Harold Ryan, President, has called a meeting of the Board of Directors of the National Association of Broadcasters in Washington, D. C., for May 8-9-10.

abolishing as of that date the necessity for "disclaimers" on commercial programs presenting members of the armed forces or commercial broadcasts emanating from camps, posts or stations.

Your special attention is directed to the wording of these communications, for proper guidance.

(Navy Department)

"Reference is made to your letter of January 31, 1944.

"Effective this date it is no longer necessary to use a disclaimer clause when (1) a commercial program originates from a Naval, Marine Corps or Coast Guard establishment and (2) when personnel of the Navy, Marine Corps or Coast Guard are participants in a commercial program provided no endorsement of the product advertised is inferred and that in the case of participation of personnel no commercial announcement is used immediately preceding or immediately following such appearances.

"A musical curtain, bridge or any other form of definite break will be adequate separation between Naval personnel and commercial announcements.

Sincerely,

J. HARRISON HARTLEY  
Lieutenant Commander, USNR  
Officer-in-Charge, Radio Station."

(War Department)

"War Department is happy to be able to advise you that, effective immediately the disclaimer which it has required be used on broadcasts emanating from Army Installations, is no longer necessary.

"Will you take the necessary steps to advise your committee to that effect?

Sincerely yours,

JACK W. HARRIS, Major, A.U.S.  
Acting Chief, Radio Branch."

#### RTPB FM AND TELEVISION PANEL MEETINGS

Panel 5 on VHF Broadcasting (FM) met in Chicago on April 11. Panel Chairman C. M. Jansky, Jr., presided at the meeting. Resolutions were adopted requesting a minimum of 80 to 100 FM channels (40 channels are now designated for FM broadcasting), that the present 200 KC channel width be continued with 75 KC deviation, that the present FM position in the spectrum (42 to 50 megacycles) should not be changed, and that the Radio Technical Planning Board be requested to change the name of the Panel from VHF Broadcasting to FM Broadcasting. The Panel also decided to seek data from Dr. J. H. Dellinger, Radio Chief, National Bureau of Standards, concerning the effect in the present part of the spectrum of erratic interference when used for FM broadcasting systems. The formal resolutions were reported as follows:

(I) Type of Modulation: The Panel at its first meeting had referred to its "Committee on the State of the Art", composed of men having access to classified radio information, the question whether or not there have been any new undisclosed developments in the art which would offer advantages for VHF broadcasting superior to the system of frequency modulation now provided for in the present rules of the FCC governing Frequency Broadcasting. This committee reported to the Panel that there are no systems of modulation classified or otherwise which show any indication of being either as good as or better than the FM system now in use:

(II) Position of VHF Broadcast Band in the Spectrum: (Adopted subject to evidence from Dr. J. H. Dellinger, Radio Chief, National Bureau of Standards, concerning the effect in the present part of the spectrum of erratic interference when used for FM broadcasting systems.) The fact that the technical evidence has now shown by practical operating experience that FM can provide a satisfactory service in its present position in the frequency spectrum, and the fact that there is no technical evidence to indicate that certain erratic propagation characteristics of the presently assigned portion of the spectrum would be improved by any shift in the present allocation, or that

there would be any other advantages accruing through the use of other locations of the spectrum, and the fact that there is already a substantial public investment in FM equipment and a highly organized public service already being rendered by existing FM stations in this position of the spectrum;

Be it hereby resolved that it is the consensus of this Committee that present position of FM Broadcasting in the spectrum should not be changed;

(III) (Approved by an 18 to 6 vote). Width of Channel: It was the general thought of the Panel that they saw no reason to discuss changing the present FM channel width of 200 kc and that there was no need at this time for re-consideration;

(IV) (Approved by a 23 to 1 vote). Number of Channels Required for an Adequate VHF Broadcast Structure: It is the consensus of the Committee that a minimum of 80 to 100 channels for commercial and non-commercial broadcasting stations is necessary for the development of an adequate nationwide FM Broadcast structure, and the Committee recommends that these 80 to 100 channels, comprising a band of 16 to 20 megacycles, be so assigned that they shall be continuous.

The additional channels requested would extend through the present television channel Number 1 and into a portion of the amateur frequencies in the range from 56 to 60 megacycles.

Panel 6 on Television is also requesting that portion of the spectrum between 50 and 56 megacycles for the number one television channel, as presently assigned. Under RTPB procedure the conflicting claims for those frequencies now within the Number One television channel will go to Panel 2 on Frequency Allocation for resolution.

Panel 6 on Television met in New York on April 14 for the purpose of receiving reports from the panel committees and drafting of technical recommendations for post war television for transmittal to the RTPB. The television meeting progressed rapidly as there was substantial unanimity of opinion on all standards and recommendations except those pertaining to the television aural channel. The panel voted 10 to 9 to refer the standards on aural transmission back to the committee for further study. The committee had recommended 40 kc deviation FM television sound channels. In returning these standards to the committee, the committee may decide to reopen the entire question of AM versus FM television sound. This has been one of the most controversial issues before the panel and several members have expressed doubt as to the feasibility of using FM aural channels in the higher frequencies proposed for post war television development. The standards adopted for television (other than aural channel) follow very closely the present standards which originated in the National Television System Committee in 1941. The present system of 525 scanning lines per frame, interlaced 2 to 1, with 30 frames per second and a field frequency of 60 per second was reaffirmed. The recommended frequency allocation for television is as follows:

1. For commercial television broadcasting the ideal allocation is a continuous spectrum starting at about 40 megacycles and extending upward in frequency to give 30 six megacycle channels.
2. Adjacent channels should not be assigned to the same area but rather the present plan of alternate channel allocations for the same area should be continued.
3. Recognizing the needs of other services and in an effort to provide a reasonable compromise, the allocation plan proposes 26 television channels of which 3 are intended for low power locals and 23 are for high power regional stations. If adopted this plan will accomplish the following:
  - (a) require a minimum shifting of existing services.
  - (b) provide a reasonable approximation to the ideal requirement of 30 continuous channels.
  - (c) provide the ideal service, if during the next few years the services now interspersed be-

tween the proposed television channels can be moved to other frequencies."

The first television channel under the adopted proposal begins at 50 megacycles and the twenty-sixth channel ends at 246 megacycles. With regard to future television development, including color, the panel recommended:

"Provision should be made at this time for higher frequency channels in which experimentation and development may be conducted looking toward an improved service which may include color, higher definition and any other improvements which may occur. It is recommended that these channels be twenty megacycles wide, but that no other standards be established for them at this time. It is further recommended that these channels be assigned on the basis that they will subsequently be utilized for commercial broadcasting of the improved television service at such time as standards may be adopted."

In addition, the panel had before it the question of theater television. It was the consensus of the panel that in the absence of field experience, no standards should be established for theater television service at this time. However, it was recommended that experimental theater television transmissions be authorized. David B. Smith, Chairman of Panel 6, of the Philco Corporation, presided at the meeting.

The FM and Television Panels have moved forward much faster than the other eleven panels within RTPB. Fortunately the work of these panels has been largely that of reviewing existing standards. Every effort is being made by all concerned to make possible early official adoption of FM and television standards by the Radio Technical Planning Board, in order that manufacturers can proceed with the design of post war equipment for these services.

## BROADCAST ADVERTISING

### RETAIL PROMOTION PLAN CONTINUES TO RECEIVE RADIO-RETAILER ACCLAIM

Now available for local presentation, the Retail Promotion Plan, "Air Force and the Retailer," continues to receive the acclaim of both retailers and radio station executives in widely scattered showings. The first presentation using radio station personnel was made in Missoula, Montana, on Thursday, March 2, by KGVO. In commenting on the presentation, Soes Vratis, Sales Manager of KGVO, wrote:

"KGVO presented "Air Force and the Retailer" to 125 local merchants on Thursday, March 2. The response and requests for booklets was overwhelming when you consider that the population of this community is just 21,000. The showing was so successful in fact that numerous people have asked that we again show the last two pictures, namely: "America Takes to the Air" and "Why Radio Works."

On Wednesday, April 12, it was presented in Dubuque Iowa, by Radio Station KDTH. Following the presentation, K. S. Gordon of KDTH wrote:

"We held our meeting last night and Harry Burke (of WOW-Omaha) did a marvelous job. We had one hundred thirty show up out of one hundred forty-three reservations. . . ."

The following day, Thursday, April 13, Burke again presented the Plan in Clinton, Iowa, under the auspices of Radio Station KROS. Here, too, the response was excellent, according to Morgan Sexton of KROS, who wrote:

"Our showing of "Air Force and the Retailers" was a tremendous success. We entertained one-hundred-seventy-five guests at dinner at the Lafayette Hotel. As Master of Ceremonies, Harry Burke did an out-

standing job and everyone was generous in their praise of the presentation."

Additional showings are booked in Hagerstown, Maryland, on Wednesday, April 19, and in Jamestown, New York, during the week of April 24.

### Every Subscribing Station Can Have the Presentation

Slightly revised to make it easier for their own Masters of Ceremonies to present, the Retail Promotion Plan is available to all subscribing stations for local presentation. Complete and detailed instructions accompany the 16mm talking motion pictures, the self-contained easel charts and the MC's manuscript. If "Air Force and the Retailer" has not been shown in your community, you can arrange for a showing at the slight cost of transporting the films and other material to your city.

### The Sawdust Trail

About a month ago, Allen Miller Productions, 310 Bell Building, Toledo 2, Ohio, sent out a form letter offering the Turbo-Aire Gas Saver account on a per-inquiry basis. Many NAB member stations sent the letter to headquarters. In line with established policy, the Director of Broadcast Advertising wrote the producer, urging the use of radio on a standard, rate-card basis.

The reply from Mr. Miller contained so much good sense for radio stations, tempted to take per-inquiry business, that permission was obtained to reproduce portions of his letter:

"Perhaps you would like to know that of the 650 stations solicited by form letter on this plan, less than 10 signed to run the announcements.

"Some stations completely ignored the solicitation, while others took time out to reply, kidding us for the effort. The majority of stations replying wrote a courteous letter, stating that they did not accept per-inquiry business, but that they would be glad to run the spots under the ordinary rate-card schedule.

"We, too, agree with your view that per-inquiry business should not be accepted by any station. The replies we have received have completely cured our client of any thought along these lines.

"We are now arranging to place business with several of these stations on their regular spot rate."

Congratulations to more than 640 out of 650 radio stations for good business judgment. And, for the less than 10 radio stations that did accept the per-inquiry deal, we can only paraphrase an Army marching song:

"You'll never get rich, no matter the itch, on a per-inquiry basis."

### LUDLAM SUCCEEDS COHEN AT OWI

George W. Healy, Jr., Director of the Domestic Branch of OWI, has announced the resignation of Philip H. Cohen as Chief of the Domestic Radio Bureau. When Cohen assumed the position in November 1943 after more than two years service with OWI, he did so with the understanding that he would serve for a term of six months. The new chief of the Domestic Radio Bureau will be George P. Ludlam for the past four months Deputy Chief in charge of the Bureau's New York office. Mr. Ludlam came to the Radio Bureau in February of last year as Chief of the Bureau's Special Assignment Division. He transferred the main work of the Division to New York in September and assumed the additional duties of Deputy Chief two months later.

The new chief came to OWI after 14 years in radio, including experience as a free lance writer and producer, as chief of his own program building agency and as a member of NBC's Program Department. Jack Mullen, formerly Vice President of Benton and Bowles, who is now

chief of the Radio Bureau's Editorial and Production Division, will for the present assume additional duties as Deputy Chief in charge of the New York office.

### DATA RE 200 TO 500-WATT STATIONS

During the year 1943 there were 435 standard broadcast stations operating with power of 200 to 500 watts, 9 of which operated with reduced power at night. One of these stations was located in Alaska, one in Puerto Rico, two in Hawaii, two in the District of Columbia, and 429 were in 46 of the States. There are no stations operating with this power in the States of Rhode Island and Vermont. Included in the 435 stations are 4 non-commercial stations. Seventeen of these stations operate on regional frequencies and 418 on local frequencies, and may be grouped as follows:

Number of stations	Power	Time
4	500w	Unlimited
4	500w	Limited
6	500w	Part time
397	250w	Unlimited
1	250w	Limited
13	250w	Part time
9	100w-N-500w-D	Unlimited
1	200w	Part time
<hr/> 435		

Three hundred and fifty-eight of these stations have filed revenue reports for the year ended December 31, 1943, reporting "net time sales" amounting to \$22,230,000, and the same stations reported \$17,922,000 for the year 1942, an increase of \$4,308,000 or 24%.

Fifty-six of the 358 stations showed a decrease in net time sales and the remaining 302 showed increases ranging from \$58 to \$85,182, and may be grouped as follows:

56 stations reporting decreases of \$71	to \$10,948
15 stations reporting increases of \$58	to \$1,000
69 stations reporting increases of \$1,000	to \$5,000
74 stations reporting increases of \$5,000	to \$10,000
93 stations reporting increases of \$10,000	to \$25,000
40 stations reporting increases of \$25,000	to \$50,000
11 stations reporting increases of \$50,000	to \$85,182

358 total stations

Two hundred and sixty of the 431 commercial stations serve as outlets for the four major networks as follows:

Blue	64 stations
Blue and Mutual	24 stations
Columbia	28 stations
Mutual	105 stations
National	35 stations
National and Mutual	4 stations

Total 260 stations

### RADIO NEWS COMMITTEE WORK GETS FURTHER COOPERATION

The American Association of Schools and Departments of Journalism, which is the professional organization of Class A schools of journalism, has appointed two of its members to act with the NAB News Sub-Committee in the preparation of radio news courses for schools and colleges.

This news comes from Walt Dennis, WHN, former Chief of the NAB News Bureau and continuing as a member of the News Sub-Committee with Paul White, CBS, and Bill Brooks, NBC.

Members appointed by the AASDJ are Mitchell Charnley, Assistant Director, Department of Journalism, University of Minnesota, and Wilbur Schramm, Director of Journalism, State University of Iowa

Both men are members of the special committee already appointed by the National Association of State Universities to work with the NAB News Sub-Committee, so it makes for coherence of effort and maximum results and representation with a minimum of personnel, Dennis writes.

### JACK HOPKINS, WJAX, JACKSONVILLE, CONTINUES AS PRESIDENT OF THE FLORIDA ASSOCIATION OF BROADCASTERS

Walter Tison, WFLA, Tampa, Public Relations Chairman for District 5, at the request of NAB, prepared the following release from the minutes of the March meeting of the Florida Association of Broadcasters:

The Florida Association of Broadcasters in formal session at the Tampa Terrace Hotel in Tampa, on March 15th, re-elected all officers for another year:

Jack Hopkins, President—WJAX, Jacksonville  
 Jim LeGate, 1st Vice President—WIOD, Miami  
 Col. George Johnston, 2nd Vice President—WDBO, Orlando  
 Fred Mizer, Secretary-Treasurer—WQAM, Miami  
 Spencer Mitchell, Director—WDAE, Tampa  
 Bob Feagin, Director—WPDQ, Jacksonville  
 Norman Brown, Director—WSUN, St. Petersburg

The association went on record by adopting a resolution in which matters of copyrighted music will henceforth be a matter between the stations and the listening groups, and further that the Attorney General of Florida be notified that the Association will cease its pressure to carry out the provisions of the Florida statute, thereby following the general terms of the consent decree.

The FAB went on record as commending both Columbia and NBC recording divisions for their stand in the Petrillo anti-recording dispute.

### RAILROADS TEST RADIO TRAIN COMMUNICATION

The Denver and Rio Grande Western Railroad is conducting front-to-rear radio train communication tests. Recently a 70-car Diesel powered freight train pulled into Salt Lake City from Denver marking the first run with the experimental engine to caboose two way communication. Members of the train crew and officials of the railroad expressed themselves as highly pleased with the results obtained during the test run.

Several other railroads have recently announced the installation of experimental equipment for front-to-rear communication, train to train and train to dispatcher radio-telephone contact. Representatives of the Association of American Railroads are also active in the Radio Technical Planning Board. Those in close touch with recent developments in this field predict the widespread use of radio and electronic principles in post war railroad operation.

### KXOK HAS NEW TYPE PUBLIC FORUM BROADCAST

A new and timely forum-type program, "WHERE ARE WE HEADED?", is being broadcast from KXOK, St. Louis, each Tuesday at 10:15 p. m., through the cooperation of the station and the Committee for Economic Development. Dr. William McClellan, former Dean of the Wharton School of the University of Pennsylvania, is chairman of the Committee, and serves in the same capacity during the broadcasts.

The series deals with post-war planning as it affects the lives of average citizens, and listeners are invited to send in their questions, which are discussed on the air by leading representatives of management and labor. Different analysts are invited for each program, and the program is expected to reveal a diversity of post-war thinking by the guest-analysts.

Guests on the first broadcast (April 18) were Charles Belknap, president of the Monsanto Chemical Company, and Joseph Clark, prominent St. Louis Labor leader.

### ADVERTISING FEDERATION CALLS OFF ITS ANNUAL CONVENTION

Indefinite postponement of the annual meeting of the Advertising Federation of America scheduled in Chicago for June 4-7 was announced today by Joe M. Dawson, President.

"First consideration in all our affairs today goes to helping win the war," Dawson said. "It is necessary that all traveling be cut to an irreducible minimum so that the country's transportation facilities be free to carry more troops and war materials on their way to being shipped overseas for the fighting fronts.

"Our Board of Directors has voluntarily postponed our annual convention to cooperate with the Office of Defense Transportation in order that the travel facilities we would require may be made available to meet the war needs. This action will not affect our war advertising activities. We are urging all our affiliated Advertising Clubs throughout the United States to continue their efforts to promote advertising for war bonds, Red Cross and all other war-supporting activities."

### RESULTS OF AWD GENERAL SURVEY OF WOMEN'S PROGRAMS

At the request of several station managers, a survey of the Association of Women Directors membership was made to determine what types of programs, hours of broadcasts, days of weeks, types of sponsors, guest policies, etc., are current among women broadcasters. 600 questionnaires were distributed. About 215 were returned, or about 34%. Not all questions were answered on every questionnaire, which accounts for an occasional difference in figures.

The questions and an analysis of the replies are listed.

1. What type of program do you carry?
 

Household and Cooking . . . . .	91
Wartime . . . . .	67
Interview . . . . .	63
Educational . . . . .	47
Special Events . . . . .	—
2. Commercial? 92      Sustaining? 63
3. How many sponsors?
 

43 programs have 1 sponsor—once a week period
12 programs have 4 sponsors—once a week period
1 program has 14 sponsors—once a week period
1 program has 18 sponsors—over a week period
1 program has 23 sponsors—over a week period
4. What type sponsors?
 

Department Stores (41)	Savings & Loan Associations
Super Markets	Gift Shops
Furniture Stores & Household Furnishings	Children's Apparel
Cafes	Drug Stores
Jewelry Shops	Bakeries & Dairies
Shoe Stores	Antiques & Art
Electric Supply Companies	Photographers
Florists	Fur Storage
Laundry	Frozen Foods
Banks	Cosmetics
	Theatres
	Brewing Company
5. What hour or hours?
 

<i>15 Minute Period</i>		<i>30 Minute Period</i>	
Peak 10:45-11:00 a.m.	Near	Peak 9:30-10:00 a.m.	Near
Peak 8:45- 9:00 a.m.	Peak 9:00- 9:15 a.m.	Peak 11:00-11:30 a.m.	Next
Peak 9:15- 9:30 a.m.	Peak 11:15-11:30 a.m.	Peak 1:30- 2:00 p.m.	Peak 2:00- 2:30 p.m.

6. How many days a week?
 

80 do 5 day week show	of 215. Transcribed, 104; balance, live
36 do 6 day week show	
15 do 1-3 days a week	
1 does 7 day	
10. Do you use script?
 

Use script:	79 programs
Ad lib:	18 programs
Both:	74 programs
7. Which days are popular?
  1. Every day—Monday through Friday
  2. Monday, Wednesday and Friday
8. How many years has the show been on the air?
 

Under 6 months . . . . .	27
6 mos. to 1 yr. . . . .	23
1-2 yrs. . . . .	27
2-3 yrs. . . . .	23
4 years . . . . .	23
11. Do you have guests?
 

72 yes
45 no
36 sometimes
9. Do you use music?
 

Music is used on	89 yes
117 programs out	46 no
12. Do you broadcast under your own name?

### OWI OVERSEAS RECRUITING CONTINUES

Recruitment of men and women by the Office of War Information for important missions overseas in view of impending military operations is now about two-thirds of current requirements, Elmer Davis, Director of OWI, announced today. As military operations advance, it may be necessary, Mr. Davis added, to increase this overseas staff for disseminating information overseas even beyond present estimates.

Actions for appointment of 337 of the 450 persons needed for work in connection with the overseas propaganda program have been started, Mr. Davis said, and many more applications are on file.

The response to an appeal for the additional personnel, issued on February 23, 1944, by representatives of the Newspaper and Radio Advisory Committees of the Domestic Branch of OWI, has included 3,953 letters of inquiry from persons interested in overseas assignment. To date, 2,221 applications have been received.

Appointments which have been recommended include: 12 administrative officers and assistants; 59 information specialists of various grades; 16 language specialists; 94 news men; 39 radio program specialists; 69 Morse code operators, and 48 radio engineers.

The new personnel will be engaged in preparing material for distribution in enemy and enemy-occupied territory, and will work in close cooperation with the armed forces. Those going overseas will be stationed either in combat areas or in bases serving these areas. None of the news-men going abroad will work as war correspondents and they are not "covering" the invasion, Mr. Davis said. Their mission, he explained, is propagandizing the enemy, and bolstering the morale of the people in enemy-occupied countries. Their duties include the writing and distribution of leaflets, publishing newspapers in liberated areas until normal conditions have been re-established, and preparing and broadcasting radio programs. Capacity to speak, read and write foreign languages fluently is an asset some of the new personnel will utilize in their work.

Most of the new OWI personnel will be assigned to the European areas, but some will go to the Mediterranean area, and others to Far Eastern theatres of military operations. A few will be stationed in the New York and San Francisco offices, some replacing previously trained personnel which is now being assigned to overseas tasks. Nearly all of those being appointed will be trained for eventual overseas work.

Assisting OWI's Overseas Branch in meeting its new obligations was a special committee of representatives of the Newspaper and Radio Advisory Committees, Domestic Branch. Representing broadcasts, newspaper and advertising professions, they are:

Earl Gammons, CBS  
 Kenneth Berkeley, Blue Network  
 Charles Barry, Blue Network  
 Lewis Allen Weiss, Station KHJ, Los Angeles  
 Carlton Smith, NBC  
 William Brooks, NBC  
 Paul West, President, Association of National Advertisers  
 A. F. Jones, Managing Editor, *Washington Post*  
 B. M. McKelway, Associate Editor, *Washington Evening Star*  
 Mark Ethridge, Publisher, *Louisville Courier-Journal*  
 Palmer Hoyt, Publisher, *Portland Oregonian*  
 Fred Gaertner, Jr., Managing Editor, *Detroit News*  
 Wilbur Forrest, Assistant Editor, *New York Herald-Tribune*  
 H. D. Paulson, Editor, *Fargo Forum*  
 Paul Bellamy, *Cleveland Plain Dealer*  
 Mason Britton, Executive Vice President, McGraw-Hill Publications  
 T. S. Replier, General Manager, War Advertising Council

## FIFTEENTH INSTITUTE FOR EDUCATION BY RADIO

### and The American Exhibition of Educational Radio Programs

Plans for NAB's participation in the Fifteenth Institute for Education by Radio are complete. Harold Ryan, President; Willard D. Egolf, Assistant to the President; Arthur Stringer, Director of Promotion and Circulation, and Dorothy Lewis, Coordinator of Listener Activity, will take part in the conference sponsored by The Ohio State University May 5-8 in Columbus, Ohio.

Representatives of NAB member stations and networks are also prominently identified with the Institute.

As a service to the Institute and to the National Association of Broadcasters, the complete advance program of the Institute is carried here:

### FOREWORD

The Institute for Education by Radio was established in 1930 at the Ohio State University. Its purpose is to provide an annual meeting for joint discussion by broadcasters, educators and civic leaders of the problems of educational broadcasting. The program is devoted chiefly to consideration of the techniques and program policies of radio broadcasting. The Institute passes no resolutions and its officers are limited to an honorary director, W. W. Charters, founder of the Institute; a director, I. Keith Tyler, Acting Director of Radio Education; and a secretary, Ardis Hillman Wheeler, both of the Ohio State University. The annual program is developed from the suggestions and recommendations of those attending the Institute in previous years. The committee on the 1944 program consists of the Institute officers with the addition of C. Wilbert Pettegrew, Program Supervisor, Station WOSU; William Wallace Beavers, Program Director, Station WCOL; Irwin

A. Johnson, Director of Development Programs, Station WBNS; and John Moses, Production Manager, Station WHKC—representing Columbus radio stations; and T. C. Holy, Director, Bureau of Educational Research, and Herschel Nisonger, Chairman, University Radio Education Committee—representing the Ohio State University.

It was no easy decision to hold the Fifteenth Institute for Education by Radio in the midst of a critical war situation. The problem was raised in the final Institute session last year, the Director pointing out the probable difficulties and the burden that such a conference would throw upon public transportation. The members voted unanimously that the 1944 conference should be held, if possible, because of the importance of the Institute in enabling radio to do a significant job in total war. In a letter sent to Institute members during the summer, the problem was again raised and the difficulties cited. Again the response was overwhelming in declaring the essential nature of the Institute in the war situation. You who attend have given the mandate for this meeting; we of the program committee have attempted to develop a program consistent with your needs in meeting your wartime responsibilities.

## PROGRAM

### Registration

FRIDAY, MAY 5, 9:00 A.M.-8:30 P.M., Main Lobby

To avoid delay in registration, everyone is asked to register promptly upon arrival.

### PRE-CONFERENCE MEETINGS

2:00 P.M., Ball Room

#### Developing Democracy Through Radio Discussions

A Cooperative Venture of Local Radio Stations and the Schools

*Presiding*, GEORGE V. DENNY, JR., Moderator,  
*America's Town Meeting of the Air*

#### Introduction to the Demonstration

BYRON B. WILLIAMS, Secretary, Junior Town Meeting League

#### Does Youth Want Social Security from the Cradle to the Grave?—A Demonstration of a Typical Junior Town Meeting

Four students, appearing the previous night as speakers on *America's Town Meeting*, and representing local junior town meetings, will present a typical local radio junior town meeting. The audience participation in the program consists of representatives of high schools from Greater Columbus. The program will be broadcast over Station WOSU from 2:15 to 2:45. Doors will be closed at 2:10, to avoid interruption of the broadcast.

#### Participants

Four selected high school students from various parts of the United States  
 BYRN B. WILLIAMS, National Junior Town Meeting Moderator, and Secretary, Junior Town Meeting League, *Moderator*

#### Critique of the Demonstration

#### Participants

CHARLES G. BENARD, Boston Trade High School, Boston

C. V. COURTER, Superintendent of Schools, Cincinnati  
GORDON HAWKINS, Program Supervisor, Westinghouse Stations, Inc., Philadelphia  
ALLEN Y. KING, Director of Social Studies, Cleveland Public Schools  
JAMES LEONARD, Program Director, Station WSAL, Cincinnati (*invited*)  
J. S. NANTS, Assistant Superintendent of Schools, St. Louis  
LOUIS RATHS, Professor of Education, Ohio State University

#### Discussions from the Floor

##### Informal Tea for Newcomers

4:00-6:00 P.M., Room 1648

#### I. KEITH TYLER, Director, Institute for Education by Radio, *Chairman*

This informal gathering is held for those who are attending the Institute for the first time. A number of those who are old members of the Institute will be present to help the newcomer get acquainted and to explain the general procedures of the Institute.

### GENERAL SESSION

FRIDAY, MAY 5, 8:00 P.M., Ball Room

#### How Free Is Radio?

*Presiding*, H. V. KALTENBORN, Commentator, National Broadcasting Company

#### How Free is Radio?—A Symposium

Each participant will have not to exceed ten minutes for an opening statement in the symposium. This will be followed by a free-for-all panel discussion among the participants.

##### *Participants*

E. L. BUSHNELL, General Supervisor of Programs, Canadian Broadcasting Corporation  
THOMAS R. CARSKADON, Chairman, Radio Committee, American Civil Liberties Union  
JAMES LAWRENCE FLY, Chairman, Federal Communications Commission (*tentative acceptance*)  
PAUL KESTEN, Executive Vice-President and Director, Columbia Broadcasting System (*invited*)  
EDGAR KOBAK, Executive Vice-President, The Blue Network  
J. HAROLD RYAN, President, National Association of Broadcasters  
NILES TRAMMELL, President, National Broadcasting Company (*invited*)  
BURTON K. WHEELER, Senator from Montana (*tentative acceptance*)

#### Discussion from the Floor

#### Announcement of Citations for the Eighth American Exhibition of Educational Radio Programs

##### Meeting for Chairmen

10:30 P.M., Room 1648

#### I. KEITH TYLER, Director, Institute for Education by Radio, *Chairman*

A meeting for chairmen of work-study groups, section meetings and round tables for the purpose of acquainting these group leaders with procedures for carrying on their meetings.

### GENERAL SESSION

SATURDAY, MAY 6, 9:30 A.M., Ball Room

#### Radio in the War

*Presiding*, H. B. MCCARTY, Director, Station WHA, University of Wisconsin

#### The Voice of America Overseas

FRANK CILLIÉ, Overseas Branch, Office of War Information

#### Combat Reporting—A Symposium

##### How CBC Covers the War

D. C. MCARTHUR, Chief Editor, National News Service, Canadian Broadcasting Corporation

##### How BBC Covers the War

STEPHEN FRY, British Broadcasting Corporation, New York

##### How American Radio Covers the War

PAUL W. WHITE, Director of Public Affairs and News Broadcasts, Columbia Broadcasting System, *Chairman*

JOHN DALY, War Correspondent, Columbia Broadcasting System, recently returned from Italy

Other Representatives from American Networks and the Armed Services

#### Discussion by Participants

#### Discussion from the Floor

### WORK-STUDY GROUPS

SATURDAY, MAY 6

The work-study groups devote themselves intensively to problems in the general fields indicated. Each chairman has selected a panel of resource persons to give expert advice. The agenda for each group has been developed by the chairman through correspondence with members. The groups meet for two half days, Saturday afternoon and Sunday morning, which, in most cases, are to be considered continuous rather than separate units. The topics and personnel listed are for both half-day sessions.

#### Preparatory General Meeting

2:00 P.M., Ball Room

The leaders of each of the work-study groups will present a concise statement of the problems to be worked upon and indicate the resource persons participating in each of the groups. This will afford an opportunity for the Institute members to learn more about what will be covered in each of the work-study groups as a basis for their choices.

#### Agricultural and Homemaking Broadcasts

2:30 P.M.

*General Chairman*, WALLACE L. KADDERLY, Chief of Radio Service, U. S. Department of Agriculture

This work-study group meets as one unit on Saturday afternoon and is divided into two groups, Agricultural Broadcasts and Homemaking Broadcasts, for Sunday morning.

##### *Saturday Session*

Room 1440

Food in '44: Production and Use. Director of Information, War Food Administration  
Television and FM—How Will We Use These Developments in Service to Farmers and Homemakers?—A Panel Discussion

WILLIAM E. DRIPS, Central Division, National Broadcasting Company, Chicago

R. R. LOWDERMILK, U. S. Office of Education (*invited*)

G. EMERSON MARKHAM, General Electric Company

Representative of a State College of Agriculture  
Commercially Sponsored Radio Service to Homemakers and Farmers—A Panel Discussion

JOSEPHINE FRENCH, Director, Radio Education, Public Schools, and Educational Director, Station WADC, Akron

EVERETT MITCHELL, Director of Agriculture,

Central Division, National Broadcasting Company

WILLIAM MOSHIER, Station KJR, Seattle  
JENNINGS PIERCE, Manager of Public Service and Station Relations Departments, Western Division, National Broadcasting Company  
GEORGE S. ROUND, Extension Editor, University of Nebraska  
SAM SCHNEIDER, Farm Director, Station KVOO, Tulsa

H. B. SUMMERS, Manager, Public Service Division, Blue Network

What Can We Learn from BBC Farm and Home Broadcasts. HERB PLAMBECK, Farm Director, Station WHO, Des Moines

GEORGE BIGGAR, Assistant to the General Manager, Station WLW, Cincinnati, *Discussion Leader*

#### *Sunday Agricultural Session*

**Room 1440**

*Chairman*, SAM H. RECK, JR., Extension Editor, College of Agriculture, Rutgers University

What Kind of Service Do Farmers Want? WILLIAM B. LEWIS, Columbia Broadcasting System (*invited*)

LARRY HAEG, Farm Service Director, Station WCCO, Minneapolis, and HENRY SCHACHT, Farm Director, Station KPO, San Francisco, *Discussion Leaders*

Building Good Will and Selling a Product. GORDON M. PHILPOTT, Advertising Manager, Ralston-Purina Mills, St. Louis

Showmanship in Farm Broadcasting—A Panel Discussion

LAYNE BEATY, Farm Service Director, Stations WBAP-KGKO, Fort Worth

CLIFF GRAY, Farm Service Director, Station WSPA, Spartanburg, S. C.

ED MASON, Director of Farm Programs, Station WLW, Cincinnati

CHARLES STOOKEY, Farm Service Director, Station KMOX, St. Louis

CHARLES WORCESTER, Director of Farm Programs, Columbia Broadcasting System

Putting Inexperienced Broadcasters at Ease. PHIL EVANS, Farm Director, Station KMBC, Kansas City

Using Radio in County Extension Work. F. P. TAYLOR, Agricultural Agent, Jefferson County, Ohio

AUGUST NEUBAUER, Agricultural Agent, St. Louis County, Minnesota, and H. SIDNEY VAUGHN, Agricultural Agent, Worcester County, Massachusetts, *Discussion Leaders*

Farmers' Week by Radio. WILLIAM ZIPF, Extension Radio Specialist, Ohio State University

DALE WILLIAMS, Radio Editor, Extension Service, Iowa State College, *Discussion Leader*

Use of Transcriptions in Farm Service—A Panel Discussion

MERTON EMMERT, Farm Service Director, Station WEAJ, New York

GEORGE P. GERMAN, Farm Service Director, Station WNAX, Yankton, S. D.

JIM MILES, Associate in Extension Information (Radio), Purdue University

How to Deal with Controversial Subjects. HARRY ASPLEAF, Farm Director, Station KSTP, Minneapolis

The Importance of Mail Response from Listeners. LOUIS BUCK, Farm Director, Station WSM, Nashville

#### *Sunday Homemaking Session*

**Room 218**

*Chairman*, ELEANOR S. WILKINS, Radio Women's Editor, Station WOI, Iowa State College

How Homemakers Fit Into the Food Picture. E. O. POLLOCK, Regional Director, Midwest Region Office of Distribution, War Food Administration, Chicago

Radio Interprets the Food Picture for the Home-

maker. ANNE HAGEN, Radio, Office of Distribution, War Food Administration

Food in '44: Production and Use. RUTH VAN DEMAN, Department of Publication, Bureau of Human Nutrition and Home Economics, U. S. Department of Agriculture

Commercial Radio Service to Homemakers. ELINOR LEE, Station WTOP, Washington, D. C.

#### **Broadcasting by National Organizations**

**Parlor J**

*Chairman*, JESSE BUTCHER, Radio Director, United States Organizations and National War Fund

*Topic and Speakers for Saturday*

Responsibilities of Radio and of National Organizations Asking Free Time

*Panel Participants*

LYMAN BRYSON, Director of Education, Columbia Broadcasting System (*tentative acceptance*)

CHARLOTTE DEMAREST, Radio Consultant, Community Council, Winston-Salem

HENRIETTE K. HARRISON, National Radio Director, Y. M. C. A.

MAX KARL, Educational Director, Station WCCO, Minneapolis

EDYTHE MESERAND, Assistant Director of Special Events, Station WOR, New York (*invited*)

MARY G. ROEBLING, Banker, and Member of National Advisory Council from Community Service Project

JANE TIFFANY WAGNER, Director of War Activities for Women, National Broadcasting Company

*Topic and Speakers for Sunday*

What Can National Organizations Do in Terms of Planning Toward Permanent Peace?

Presentation of the Problem

FRANK WEIL, President, National Jewish Welfare Board, and Vice President, United Service Organizations

What Can Radio Do?

PHILIP H. COHEN, Chief, Domestic Radio Bureau, Office of War Information

WARREN RUTHRAUFF, Radio Director, American Red Cross

General Discussion

#### **Children's Programs**

**Parlors A, B**

*Chairman*, GLORIA CHANDLER, Children's Theater and Radio, Association of Junior League of America

#### **Religious Broadcasts**

**Room 1279**

*Chairman*, FRANKLIN G. DUNHAM, National Catholic Welfare Service

*Topics and Speakers*

**Saturday:**

Review of Religious Radio During the Past Year, Highlighted by Transcribed Excerpts from Outstanding Programs. RABBI SAUL APPLEBAUM, Union of American Hebrew Congregations, and EVERETT C. PARKER, Public Service Department, National Broadcasting Company

Religious Broadcasts of the Canadian Broadcasting Corporation, Illustrated with Transcribed Excerpts. C. R. DELAFIELD, Supervisor of Religious and Institutional Broadcasts, Canadian Broadcasting Corporation (*invited*)

**Sunday:**

Standards of Quality. KENNETH G. BARTLETT, Director, Radio Workshop, Syracuse University (*invited*)

Scientific Audience Survey. RICHARDSON WOOD, *Fortune Magazine (invited)*  
Recommendations on Religious Broadcasting. LOUIS MINSKY, National Conference of Christians and Jews  
Permanent Organization of Religious Broadcasters. FRED EASTMAN, Chicago Theological Seminary

### Radio Research

Room 1437

*Chairman*, MATTHEW N. CHAPPELL, C. E. Hooper, Inc.

### School Broadcasting

Room 1540

*Chairman*, KATHLEEN N. LARDIE, Assistant Supervisor, Department of Radio Education, Detroit Public Schools

#### Participants

DEAN E. DOUGLASS, Regional Manager, Educational Department, RCA Victor Division of Radio Corporation of America, Chicago (*invited*)  
MARGUERITE FLEMING, Director, Radio Workshop, South High School, Columbus  
RUTH FOLTZ, Coordinator of Elementary School Programs, Station WBOE, Cleveland  
EVELYN GIBBS, British Broadcasting Corporation, New York (*invited*)  
MARK L. HAAS, Station WJR, Detroit  
FRANK ERNEST HILL, American School of the Air, Columbia Broadcasting System (*invited*)  
MAJOR HAROLD W. KENT, War Department Liaison, U. S. Office of Education (*invited*)  
M. R. KLINE, Cleveland Public Schools  
R. S. LAMBERT, Supervisor of Educational Broadcasts, Canadian Broadcasting Corporation  
SAM H. LINCH, Supervisor of Radio Education, Atlanta Public Schools  
LUKE ROBERTS, Educational Director, Stations KOIN-KALE, Portland, Oregon  
ANNA BELLE ROBINSON, Teacher, Chicago Public Schools

### College Courses in Radio

Room 1479

*Chairman*, KENNETH G. BARTLETT, Director, Radio Workshop, Syracuse University, and Chairman, FREC Committee on Standards for College Courses in Radio

#### Topic to be Discussed

Setting Standards for College Courses in Radio

#### Participants

EDWIN BARRETT, Director, Radio School, Drake University  
GERTRUDE BRODERICK, Secretary, Federal Radio Education Committee, U. S. Office of Education  
LYMAN BRYSON, Director of Education, Columbia Broadcasting System (*tentative acceptance*)  
JOHN S. CARLILE, Director of Radio Education, University of Alabama (*invited*)  
ELIZABETH GOUDY, Specialist, Training Techniques in Visual Aids, U. S. Office of Education (*tentative acceptance*)  
ROBERT J. LANDRY, Director of Program Writing, Columbia Broadcasting System (*invited*)  
H. B. MCCARTY, Director, Station WHA, University of Wisconsin (*invited*)  
LEONARD POWER, Educational Consultant, New York City  
TOM SLATER, Director, Special Features, War Programs and Sports, Mutual Broadcasting System  
ARTHUR STRINGER, National Association of Broadcasters

H. B. SUMMERS, Manager, Public Service Division, Blue Network  
TRACY F. TYLER, Associate Professor of Education, University of Minnesota  
JUDITH WALLER, Director of Public Service, Central Division, National Broadcasting Company, Chicago

### Music Broadcasts

Parlor G

*Chairman*, ALTON O'STEEN, Head, Department of Fine Arts, University of Alabama

#### Topic and Speaker

Special Techniques for Presenting Music on the Air. ROBERT SHAW, Choral Director, Fred Waring's Pennsylvanians (*invited*)

#### Panel Participants

LT. COL. FORREST J. AGEE, Classification and Replacement Branch, Adjutant General's Office  
JEAN-MARIE BAUDET, Supervisor of Music, Canadian Broadcasting Corporation (*invited*)  
OLIVER DANIEL, Producer of *Gateways to Music*, American School of the Air, Columbia Broadcasting System (*invited*)  
GUY FRASER HARRISON, Conductor, Rochester Civic Orchestra (*invited*)  
ALAN LOMAX, Columbia Broadcasting System (*invited*)  
NELL PARMLEY, Texas State Department of Education, Austin  
BURTON PAULU, Manager, Station WLB, University of Minnesota  
CLAREN PEOPLES, Public Schools, Huntington, West Virginia  
IZLER SOLOMON, Conductor, Columbus Philharmonic Orchestra  
JEAN THOMAS, "The Traipsin' Woman," Ashland, Kentucky

### Radio and Reading

Parlor H

*Chairman*, JAMES F. FULLINGTON, Department of English, Ohio State University

### FM Radio and Education

Room 1337

*Chairman*, WILLIAM D. BOUTWELL, Director, Information Service, U. S. Office of Education

#### Topics and Speakers

Saturday: Technical Problems  
Planning for Educational FM Broadcasting Service. R. R. LOWDERMILK, Radio Service, U. S. Office of Education  
Determining Technical Requirements for FM Stations in Terms of Coverage. C. M. JANSKY, Jr., Jansky and Bailey, Consulting Engineers  
Procedure for Obtaining a License for an Educational Station. GEORGE P. ADAIR, Chief Engineer, Federal Communications Commission

#### Participants

W. J. BARKLEY, Collins Radio Company  
H. R. BERLIN, Johns-Manville Sales Corporation  
E. J. CONTENT, Assistant Chief Engineer, Station WOR  
W. R. DAVID, General Electric Company  
WALTER EVANS, Westinghouse Electric and Manufacturing Company  
PARKER S. GATES, Gates Radio and Supply Company  
FRANK A. GUNTHER, Radio Engineering Laboratories, Inc.  
O. B. HANSON, Chief Engineer, National Broadcasting Company  
C. M. LEWIS, Radio Corporation of America

WILLIAM B. LODGE, Chief Engineer, Columbia Broadcasting System  
J. W. MARQUE, Graybar Electric Company, Inc.  
NATHAN NEAL, Engineer, Station WBOE, Cleveland

Sunday: Program Planning for Educational Stations—

For State School Systems

R. C. DEMING, Connecticut State Department of Education

JOHN GUNSTREAM, Director, Texas School of the Air

JOSEPH E. MADDY, Chairman, Steering Committee for Michigan FM Educational Stations, University of Michigan

For City School Systems

WILLIAM B. LEVENSON, Director of Radio, Cleveland Public Schools

GEORGE JENNINGS, Director, Chicago Radio Council

PAUL REED, Rochester Public Schools (on leave to U. S. Office of Education)

For Universities and Colleges

H. B. McCARTY, Director of Radio, University of Wisconsin

CARL MENZER, Director of Radio, University of Iowa

### The Junior Town Meeting

Room 216

Co-Chairmen, W. LINWOOD CHASE, School of Education, Boston University, and HARRY D. LAMB, Supervisor, Radio Education and Speech, Toledo Public Schools

#### Topics to be Discussed

Local Form of Organization  
School and Station Relationships  
Selecting and Training of Student Speakers  
Techniques of the Program Period  
Utilization Techniques

#### Participants

DOROTHY M. ANDERSON, Head, Social Studies Department, Belmont, Massachusetts, High School  
VIOLA G. BERK, Educational Director, Station WAKR, Akron  
KATHERINE FOX, Director of Public Service, Stations WLW-WSAI, Cincinnati  
FREDERICK J. GILLIS, Assistant Superintendent of Schools, Boston  
WILLIAM H. HARTLEY, State Teachers College, Towson, Maryland  
GORDON S. HAWKINS, Program Supervisor, Station KYW, Philadelphia  
HARRIET KIMBLE, Teacher of Social Studies, DeVilbiss High School, Toledo  
ALLEN Y. KING, Directing Supervisor of Social Studies, Cleveland Public Schools  
LEONA PROBST, Teacher of Social Studies, Whitney Vocational High School for Girls, Toledo  
GEORGE H. REAVIS, Assistant Superintendent of Schools, Cincinnati  
ARCH SHAWD, Manager, Station WTOL, Toledo  
BYRON B. WILLIAMS, Secretary, Junior Town Meeting League, and National Junior Town Meeting Moderator

### Broadcasts to Women

Room 1212

(Saturday Afternoon Only)

Program Arranged by Association of Women Directors, NAB

Presiding, RUTH CHILTON, President, Association of Women Directors, NAB, and Women's Commentator, Station WCAU, Philadelphia

#### Topic to be Discussed

Is the American Woman Prepared to Assume Her Role in the International Scene?

#### Keynote Speaker

MARGARET CULKIN BANNING, Author, Duluth

#### Panel Participants

ANN GINN, Station WTCN, Minneapolis, Chairman

PEGGY CAVE, Station KSD, St. Louis

MRS. HAYLE CAVENOR, Regional Director, Office of War Information, Minneapolis

ALMA KITCHELL, Blue Network

MARY MARGARET MCBRIDE, National Broadcasting Company

LINNEA NELSON, J. Walter Thompson Agency, New York

ELIZABETH REEVES, Knox-Reeves Agency, Minneapolis

HELEN STOUSSAT, Director of Talks, Columbia Broadcasting System

FRANCES FARMER WILDER, Pacific Network, Columbia Broadcasting System

## SPECIAL SESSION

5:00 P.M., Ball Room

### Regional Station International Broadcasting

#### Demonstration and Discussion

Presiding, WILLIAM WALLACE BEAVERS, Program Director, Station WCOL, Columbus

#### Introduction to the Demonstration

STEPHEN FRY, British Broadcasting Corporation, New York

JAMES L. CASSIDY, Special Events Director, Stations WLW-WSAI-WLWO, Cincinnati

#### Demonstration of BBC-WLW Broadcast

The British Broadcasting Corporation in London will originate program material especially tailored for the audience of Station WLW, Cincinnati. The Institute audience will hear the entire procedure including the preliminary cueing on the transatlantic channels, the program material from Cincinnati and the material from London. This demonstration is representative of a type of cooperation which has recently been developed between the BBC and a number of American regional stations.

#### Discussion from the Floor

### Dinner, National Association of Broadcasters

SATURDAY, MAY 6, 6:30 P.M., Deshler-Wallick Hotel

HAROLD RYAN, President, Chairman

Institute members invited.  
(Tickets at registration desk.)

## SECTION MEETINGS

SATURDAY, MAY 6, 8:00 P.M., Room 1440

### In-School Broadcasting

Presiding, WILLIAM B. LEVENSON, Directing Supervisor of Radio, Cleveland Public Schools

#### Participants

FRANCIS BECK, Director of Radio, Collinwood High School, Cleveland

EDWIN F. HELMAN, Coordinator of High School Programs, Station WBOE, Cleveland

ELLIS B. MIRACLE, Zanesville, Ohio, Senior High School

CARL O. MOODY, Department of Radio Education, Detroit Public Schools

## The Negro, and Radio in Education

Parlor J

*Presiding*, WALTER N. RIDLEY, Director, Audio-Visual Center, Virginia State College for Negroes

### Invited Participants

ANNE COOKE, Communications Center, Hampton Institute  
CHARLES S. JOHNSON, Rosenwald Fund, Nashville  
B. A. JONES, Talladega College, Alabama  
ROBERT MARTIN, A. and T. College, Greensboro  
L. F. PALMER, Extension Division, Hampton Institute  
W. A. ROBINSON, Secondary School Study, Atlanta  
JOHN H. SENGSTACKE, *Chicago Defender*  
RUTH M. THOMAS, Wilberforce University  
H. COUNCIL TRENHOLM, American Teachers Association, Montgomery  
GARNET C. WILKINSON, Washington, D. C., Public Schools

### Public Health Broadcasts

Room 1279

*Presiding*, DAVID RESNICK, Director of Public Relations, National Society for the Prevention of Blindness

### Participants

E. R. COFFEY, M. D., Director of District One, U. S. Public Health Service, *Discussion Leader*  
A. SCHAEFER, JR., Director of Public Relations, American Society for the Control of Cancer  
MURIEL F. STEWARD, Executive Director, Minnesota League for Planned Parenthood  
THOMAS C. STOWELL, Assistant Director, Division of Public Health Education, New York State Department of Health

### Alpha Epsilon Rho

Room 1540

(Closed Meeting)

*Presiding*, SHERMAN P. LAWTON, Director of Radio and Visual Education, Stephens College, Executive Secretary

### Broadcasting by Local Youth Organizations

Parlor G

*Presiding*, ANNETTE BAER FICK, Executive Secretary, Campfire Girls of Columbus and Franklin County

### Topic to be Discussed

How Can Your Youth Agency Broadcast Effectively?

### Participants

HENRIETTE K. HARRISON, National Radio Director, National Council of the Young Men's Christian Associations  
C. WILBERT PETTEGREW, Program Supervisor, Station WOSU, Ohio State University  
MARION RENICK, Children's Author and Broadcaster, Ohio School of the Air  
FERN SHARP, Women's Commentator, Station WBNS, Columbus  
MARGARET C. TYLER, Supervisor, Ohio School of the Air  
DOROTHY M. YONTZ, Publicity Chairman, Campfire Girls of Columbus and Franklin County

### WORK-STUDY GROUPS

SUNDAY, MAY 7, 9:30 A.M.

A continuation of the sessions of Saturday afternoon  
(See detailed program on pages 124 to 127)

## GENERAL SESSION

2:00 P.M., Ball Room

### Radio's Role in Understanding

Symposium and Discussion

*Presiding*, HARVEY H. DAVIS, Vice-President, Ohio State University

### Presentation of the Situation

Labor Relations. To be announced  
Race Relations. PEARL S. BUCK, Author, *New York City (invited)*  
International Relations. FOSTER RHEA DULLES, Professor of History, Ohio State University

### What Is Radio's Role?—A Panel Discussion

M. S. NOVIK, Director, Station WNYC, New York  
WILLIAM N. ROBSON, Writer-Producer, Columbia Broadcasting System  
GEORGE ROSEN, Radio Editor, *Variety (invited)*  
FRANCES FARMER WILDER, Director of Education, Pacific Network, Columbia Broadcasting System  
Others to be announced

### Discussion from the Floor

## SPECIAL SESSION

5:00 P.M., Ball Room

### Morale on the Fighting Fronts

*Presiding*, FRED EASTMAN, Department of Biography, Literature, and Drama, Chicago Theological Seminary

### The Role of Radio in Maintaining Morale

Speaker to be announced

### The Chaplain's Role in Maintaining Morale

CAPT. STEPHEN J. MEANY, Chaplain, U. S. Army, recently returned from Southwest Pacific

### North Atlantic Testament—A Demonstration of *The Catholic Hour*

Introduction to the Demonstration  
EDWARD J. HEFFRON, Executive Secretary, National Council of Catholic Men

A special broadcast from the current series of *The Catholic Hour* will be featured as the closing portion of this session. The dramatization of a war incident involving four Army chaplains will originate in the New York studios of the National Broadcasting Company. The broadcast will be concluded with a tribute to all chaplains by Brigadier-General William Arnold, Chief of Chaplains, U. S. Army.

## ANNUAL INSTITUTE DINNER

SUNDAY, MAY 7, 7:30 P.M., Ball Room

*Toastmaster*, HOWARD L. BEVIS, President, Ohio State University

### Introduction of Distinguished Guests

Entertainment—Courtesy Crosley Radio Corporation, Cincinnati

Selections by nationally known Columbus Boy Choir School

HERBERT HUFFMAN, Musical Director

### Address

ELMER DAVIS, Director, Office of War Information

## ROUND-TABLE DISCUSSIONS

MONDAY, MAY 8, 9:45 A.M., Room 1540

### Production Techniques

*Chairman*, WYNN WRIGHT, Production Chief,  
National Broadcasting Company

### College Public Relations Broadcasting

Room 1337

*Chairman*, ELMER G. SULZER, Director of Public  
Relations, University of Kentucky

#### *Participants*

TRENNIE E. EISLEY, Director of Publicity, Bucknell  
University  
P. CASPER HARVEY, Director of Publicity, William  
Jewell College, and Vice-President in Charge of  
Radio, American College Publicity Association  
HAROLD K. SCHELLENGER, Director of Public Rela-  
tions, Ohio State University  
H. B. SUMMERS, Manager, Public Service Division,  
Blue Network  
E. D. WHITTLESEY, Director of Publicity, Western  
Reserve University, and President, American Col-  
lege Publicity Association

### Education in Wartime Responsibilities Through Special Events

Room 1479

*Chairman*, JOHN L. CARPENTER, Director, Special  
Events, Stations KOIN-KALE, Portland, Ore-  
gon

### Writing for Radio

Room 216

*Chairman*, RANALD MACDOUGALL, Writer, Colum-  
bia Broadcasting System (*invited*)

### Training Radio Journalists

Room 1440

*Chairman*, FLOYD BASKETTE, Department of Jour-  
nalism, Emory University, Atlanta

#### *Topics and Invited Speakers*

Education for Work in Radio News Rooms. WILBUR  
SCHRAMM, Director, School of Journalism, State  
University of Iowa  
Some Hints on Radio News Style. PHIL NEWSOM,  
Chief, Radio Division, United Press  
Radio News Features. TOM O'NEIL, News Editor,  
Press Association, Inc.  
What's Wrong With Radio News? LESTER SPENCER,  
Station WHIO, Dayton  
What About Radio News After the War? G. W.  
JOHNSTONE, Director of News and Special Fea-  
tures, Blue Network

#### *Invited Panel Participants*

RICHARD BECKMAN, School of Journalism, Iowa  
State College  
MITCHELL V. CHARNLEY, Professor of Journalism,  
University of Minnesota  
PAUL WAGNER, School of Journalism, Indiana Uni-  
versity  
PAUL W. WHITE, Director of Public Affairs and  
News Broadcasts, Columbia Broadcasting System

### Radio and Recruitment

MONDAY, MAY 8, 9:45 A.M., Parlor H

*Chairman*, LT. HAZEL KENYON MARKEL, Radio  
Section, Office of Public Relations, Navy De-  
partment

#### *Participants*

Representatives from the various Armed Services  
of the United States, from Canada, from the  
Maritime Commission, from advertising agencies,  
and from the Office of War Information

### Radio Councils

Parlors A, B, C

*Chairman*, DOROTHY LEWIS, Coordinator of Lis-  
tener Activity, National Association of Broad-  
casters

#### *Topic to be Discussed*

Listeners and Broadcasters, Partners in Progress

#### *Keynote Speaker*

STERLING FISHER, Assistant Public Service Coun-  
selor, National Broadcasting Company

#### *Participants*

MRS. ROY O. BAKER, President, Radio Council of  
Greater Kansas City  
MRS. HENRY C. CHRISTIAN, President, Radio Coun-  
cil of Greater Cleveland  
MRS. ROBERT CORNELISON, President, New Jersey  
Radio Council  
MARY GAYLORD, Northeastern Radio Council, Sche-  
nectady  
HAZEL HILLIS, President, Des Moines Radio Council  
MAX KARL, Educational Director, Station WCCO,  
Minneapolis  
HARRY D. LAMB, President, Toledo Radio Council  
HOWARD E. LESOURD, President, Boston Radio Coun-  
cil  
MARGARET STODDARD, Regional Director of Listener  
Activities, Cedar Rapids  
MRS. ARCH TRAWICK, President, Radio Council of  
Middle Tennessee  
RALPH EVANS, WHO, WOC, Iowa  
LYLE FLANAGAN, KSO-KRNT, Des Moines, Iowa  
SHERMAN LAWTON, Stephens College, Columbus,  
Mo.  
MISS RUTH ROSSHOLT, President, Minnesota Radio  
Council, Minneapolis, Minn.  
Others to be announced

### Recordings for Education

Room 218

*Chairman*, NORMAN WOELFEL, Head, Teaching  
Aids Laboratory, College of Education, Ohio  
State University

## GENERAL SESSION

2:00 P.M., Ball Room

### Radio and Postwar Problems

*Presiding*, I. KEITH TYLER, Director, Institute for  
Education by Radio

#### A Summary of Work-Study Groups

The chairman or secretary of each work-study group  
will give a three-minute report of the outstanding con-  
tributions from the discussion of his group.

#### A Summary of Section Meetings and Round Tables

A single summary including the outstanding contribu-  
tions of each of the section meetings and round tables.

#### The Postwar Situation

PAUL HOFFMAN, Chairman, Board of Trustees, Com-  
mittee on Economic Development, and President,  
Studebaker Corporation

## What is Radio's Role?—A Panel Discussion

KENNETH G. BARTLETT, Director, Radio Workshop,  
Syracuse University  
EDWARD L. BERNAYS, Publicist and Author, New York  
LYMAN BRYSON, Director of Education, Columbia  
Broadcasting System  
Others to be announced

### OTHER MEETINGS OF INTEREST TO INSTITUTE MEMBERS

Friday, May 5, all-day session beginning at 10:00  
a. m., Parlors A, B, C, Deshler-Wallick Hotel  
Business meeting of the Association for Educa-  
tion by Radio

Major Harold W. Kent, War Department Liai-  
son, U. S. Office of Education, President,  
*Chairman*

Friday, May 5, 11:00 a. m., Hall of Mirrors, Desh-  
ler-Wallick Hotel

Business meeting of the Junior Town Meeting  
League

Allen Y. King, Supervising Director of Social  
Studies, Cleveland Public Schools, President,  
*Chairman*

Friday, May 5, 12:00 noon, Room 1648, Deshler-  
Wallick Hotel

Luncheon of Executive Committee, Association  
for Education by Radio

Major Harold W. Kent, President, *In Charge*

Friday, May 5, 2:00 p. m., Parlor H, Deshler-  
Wallick Hotel

First annual meeting, National Association of  
Rural Farm Directors

Larry Haeg, Station WCCO, Minneapolis, *In  
Charge*

Friday, May 5, 6:00 p. m., Deshler-Wallick Hotel

Dinner for Representatives of Stations Affili-  
ated with the National Broadcasting Com-  
pany. Judith Waller, *In Charge*

Friday, May 5, 6:00 p. m., Ball Room, Hotel Sen-  
eca, 361 E. Broad Street

Dinner of the Columbus Association for Child-  
hood Education. Members of the Institute  
invited. Price \$1.50

Speaker from the radio industry (to be an-  
nounced)

Music by Columbus Boy Choir School

Ruby Borden, President, *Chairman*

Friday, May 5, 6:15 p. m.

Dinner of Columbus English Club. Institute  
members invited. Place and price to be an-  
nounced

Edna M. Weitzel, President, *Chairman*

Friday, May 5, 8:00 p. m., Room 1440, Deshler-  
Wallick Hotel

Business meeting of Executive Council, Alpha  
Epsilon Rho

Judith Waller, Honorary President, *Chairman*

Saturday, May 6, 12:15 p. m., Hall of Mirrors,  
Deshler-Wallick Hotel

Luncheon of the Association for Education by  
Radio

Speaker: Archibald MacLeish, Poet, Radio  
Writer, and Librarian of Congress

Subject: The American Story

I. Keith Tyler, President, *Chairman*

Saturday, May 6, 2:00 p. m., Room 218, Deshler-  
Wallick Hotel

Business meeting of Alpha Epsilon Rho

Sherman P. Lawton, Executive Secretary,  
*Chairman*

Saturday, May 6, 6:00 p. m., Deshler-Wallick  
Hotel

Dinner of District Nine, Campfire Girls

Subject: Using Community Resources in Broad-  
casting

Speakers: I. Keith Tyler, Acting Director of  
Radio Education, Ohio State University;  
Marguerite Fleming, Director of Radio Work-  
shop, South High School, Columbus; and Roy  
B. Weed, former Columbus Safety Director

W. E. Ferguson, President, Columbus and  
Franklin County Campfire Girls, *Chairman*

Saturday, May 6, 6:30 p. m., Deshler-Wallick  
Hotel

Dinner of National Association of Broadcasters.  
Institute members invited.

John Harold Ryan, President, *Chairman*

Sunday, May 7, 9:30 a. m., Room 1212, Deshler-  
Wallick Hotel

Brunch and annual business meeting of the As-  
sociation of Women Directors, NAB (Closed  
Session)

Ruth Chilton, President, *Chairman*

Sunday, May 7, 12:00-2:00, Room 221, Deshler-  
Wallick Hotel

Business session of the National Association of  
Educational Broadcasters

Frank E. Schooley, Program Director, Station  
WILL, University of Illinois, Executive Sec-  
retary, *In Charge*

Sunday, May 7, 12:00 noon, Deshler-Wallick Hotel

Luncheon of Alpha Epsilon Rho

Judith Waller, Honorary President, *Chairman*

Monday, May 8, 12:00 noon, Deshler-Wallick Hotel

Luncheon of Advisory Committee, Chicago  
School Broadcast Conference

George Jennings, *Chairman*

### NETWORK BROADCAST ORIGINATING DURING THE INSTITUTE

Thursday, May 4, 8:30-9:30 p. m., EWT. Amer-  
ica's Town Meeting of the Air

Subject: Does Youth Want Social Security from  
the Cradle to the Grave?

The Blue Network from Station WCOL, Colum-  
bus. George V. Denny, Jr., President of  
Town Hall, Inc., *Moderator*

### Notes

All meetings are scheduled on Eastern War  
Time.

It is imperative, due to war conditions, that

reservations for sleeping room accommodations be made well in advance. Reservations for the Deshler-Wallick Hotel should be made by writing directly to the hotel. Single rooms are from \$3.30 to \$8.80; double rooms are from \$5.50 to \$13.20 with double or twin beds. All rooms are with bath.

All members of the conference are cordially invited to visit the Institute Headquarters Suite, Room 1648. Come there to meet your friends or to take in the view from the open air veranda (weather permitting). An audition room is provided, just adjoining, where recordings may be heard. All recordings entered in the Eighth American Exhibition will be available for auditing.

Open discussion on matters of radio education is one of the chief functions of the Institute. Members are urged to take part freely in the discussion.

The Institute for Education by Radio is a cooperative conference maintained through the interest and support of its members. The Ohio State University grants a small allotment to cover a portion of the expense, but the bulk of the cost for this annual meeting and for the printing of the proceedings is supplied by conference registration fees. The Institute pays neither honoraria nor expenses for its speakers, and it is the custom, in furtherance of the cooperative character of the meeting, for speakers and chairmen to pay registration fees on the same basis as other participants.

Conference registration facilities will be maintained in the main lobby of the Deshler-Wallick. The general registration fee is \$4.00 which includes a copy of the proceedings, *Education on the Air, 1944* (separately priced at \$3.00), and admission to all meetings. Single day registration is \$1.00, single session registration is 50 cents, and student general registration is 50 cents. These latter registration cards admit the members to the meetings but do not include a copy of the proceedings. Special registration for those who do not wish a copy of the proceedings is \$2.50. A registration card will be required for admission to all Institute meetings, except the pre-conference sessions.

Regular students in high schools and colleges may secure student registration cards upon presentation of fee cards or other evidence of school membership and upon payment of a special registration fee of 50 cents.

Each year the proceedings of the Institute are published under the title *Education on the Air*. The yearbooks may be purchased at \$3.00 a copy from Ohio State University, except the 1935 yearbook, which may be purchased from the University of Chicago Press. A reduced price for back copies of the yearbook is made when purchased in sets. A set of the proceedings of past years is on display at the conference registration desk.

Tickets for the dinner Sunday evening, May 7, may be purchased at the registration desk; the price is \$2.75. All reservations for the dinner

should be made by Sunday noon, May 7. Due to war conditions, dress will be informal.

The exchange of materials among the members of the Institute has proved helpful in the past. A table will be provided where this material may be placed. Members are encouraged to bring such materials for distribution.

A press room will be arranged for representatives of newspapers, press services, and magazines covering the Institute.

Grateful acknowledgment is made to the members of Epsilon Chapter, Alpha Epsilon Rho, undergraduate radio fraternity at the Ohio State University, who have kindly offered to assist in the many duties of arrangements and hospitality during the Institute.

## Federal Communications Commission Docket

### HEARINGS

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

#### Monday, April 24

WNAC—The Yankee Network, Inc., Quincy, Mass.—C. P. to move auxiliary transmitter. 1260 kc., 1KW; for auxiliary purposes only.

#### Thursday, April 27

KVOE—The Voice of the Orange Empire, Inc., Ltd., Santa Ana, Calif.—C. P. 1480 kc.; 1 KW; unlimited.

## Federal Communications Commission Action

### APPLICATIONS GRANTED

L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, and Effie H. Allen, d' b as Valley Broadcasting Co., West Point, Ga.—Granted petition to reconsider and grant application (B3-P-3543) for construction permit to erect a new station to operate on 1490 kc., 250 watts, unlimited time, subject to Commission's policy announced January 26, 1944.

South Bend Broadcasting Corp., South Bend, Ind.—Granted construction permit for new station to operate on 1490 kc., 250 watts, unlimited time, subject to Commission's policy of January 26, 1944. (B4-P-3569)

KFAC—Los Angeles Broadcasting Co., Inc., Los Angeles, Calif.—Granted construction permit, subject to policy of January 26, 1944, to move transmitter to intersection of Rodeo Road and Santa Barbara, Los Angeles, and install new antenna. (B5-P-3551)

WSPR—WSPR, Inc., Springfield, Mass.—Granted construction permit, subject to January 26 policy, to increase daytime power from 500 watts to 1 KW, employing directional antenna. (B1-P-3554)

KOIL—Sidles Co., State Journal Printing Co. and Star Printing Co. (Transferors), Charles F. and James Stuart (Transferees), Central States Broadcasting Co. (Licensee), Omaha, Neb.—Granted consent to transfer of control of Central States Broadcasting Co., licensee of station KOIL from

Sidles Co., State Journal Printing Co., and the Star Printing Co., to Charles F. Stuart and James Stuart, by transfer of 1000 shares or 100% of the issued and outstanding capital stock of the licensee from Sidles Co. (500 shares), State Journal Printing Co. and Star Printing Co. (250 shares each), for \$250,000. (B4-TC-358).

KFOR—Sidles Co., State Journal Printing Co., and Star Printing Co. (Transferors), Charles T. Stuart and James Stuart (Transferees), Lincoln, Neb.—Granted application for transfer of control of Cornbelt Broadcasting Corp., licensee of station KFOR, from Sidles Co. (501 shares), State Journal Printing Co. (250 shares), and Star Printing Co. (249 shares), representing 1000 shares of capital stock, for a consideration of \$100,000. (B4-TC-354)

Raymond C. Hammett, Talladega, Ala.—Granted petition to reinstate application for construction permit for new station to operate on **1230 kc.**, 250 watts, unlimited time, transmitter site to be determined; and designated said application for hearing. (B3-P-3365; Docket No. 6402)

Truett Kimzey, Greenville, Texas; Beauford H. Jester, Waco, Texas; KDNT, Harwell V. Shepard, Denton, Texas; and WACO, Frontier Broadcasting Co., Inc., Waco, Texas.—Granted petition of Kimzey to reinstate application for construction permit for new station at Greenville, Texas, to operate on **1400 kc.**, 250 watts, unlimited time (B3-P-3343); granted petition of Beauford H. Jester, Individually and as Trustee for Callan, Kichs, Howell, Naman, Levy, Sams and Stribling, to reinstate application for construction permit for new station in Waco, Texas, to operate on **1230 kc.**, 250 watts, unlimited time, transmitter location and antenna system to be determined (Docket No. 6218); granted petition of KDNT to amend application for modification of license so as to request increase in power from 100 watts to 250 watts on its present frequency of **1450 kc.** (Docket No. 6325); and designated the application of Kimzey, Jester and KDNT for consolidated hearing with application of Frontier Broadcasting Co., Inc. (WACO), for construction permit to change frequency from **1450 to 1230 kc.** (B3-P-3574)

KTOK—Oklahoma Broadcasting Co., Inc. (Assignor), O. L. Taylor (Assignee), Oklahoma City, Okla.—Granted consent to voluntary assignment of license of station KTOK from Oklahoma Broadcasting Co., Inc., to O. L. Taylor, for the sum of \$150,000. (B3-AL-401).

KOMO & KJR—Fisher's Blend Station, Inc., Seattle, Wash.—Granted request to change call letters of stations KOMO and KJR, so that KOMO, which now operates on **950 kc.**, with 5 KW, will take the call letter KJR, and station KJR, which now operates on **1000 kc.**, with 5 KW, will take the call letters KOMO.

The Commission approved power of attorney for the affairs of John R. Pepper, licensee of station WJPR, Greenville, Miss., appointing his wife, Alella R. Pepper his attorney-in-fact to manage and conduct all his business affairs.

## LICENSE RENEWALS

Renewal of licenses for the following FM stations were granted for the period ending May 1, 1945:

WLOU, Detroit; KOZY, Kansas City, Mo.; WMLL, Evansville, Ind.; WENA, Detroit, Mich.; WBNF-FM; Binghamton, N. Y.; WMFM, Milwaukee, Wis.; WHFM, Rochester, N. Y.; KHJ-FM, Los Angeles; WHNF, New York; WSM-FM, Nashville; WIP-FM, Philadelphia; WDRC-FM, Hartford, Conn.; KYW-FM, Philadelphia; WOWO-FM, Fort Wayne; WFIL-FM, Philadelphia; WTNT, Pittsburgh, Pa.; WWZR, Chicago; WTIC-FM, Hartford, Conn.

KALW—Board of Education of San Francisco Unified School Dist., San Francisco, Cal.—Granted renewal of license for the period ending May 1, 1945.

WBOE—Cleveland City Board of Education, Charles H. Lake, Supt., Cleveland, Ohio.—Granted renewal of license for the period ending May 1, 1945.

WBAL—Hearst Radio, Inc., Baltimore, Md.—Granted renewal of license for station WBAL and auxiliary, for the period ending May 1, 1945.

## DESIGNATED FOR HEARING

KAND—Navarro Broadcasting Assn. (A partnership), J. C. West, Pres., Corsicana, Texas; and Gene L. Cagle, Fort Worth,

Texas.—Designated for consolidated hearing applications of KAND for construction permit to move transmitter and studio from ½ mile north of city on Highway #75, Corsicana, to Riverside Drive between Hawthorne and Lancaster Streets, Ft. Worth, Texas (B3-P-3558), and application of Gene L. Cagle for construction permit for new station at Fort Worth, Texas, to operate on **1340 kc.**, 250 watts, unlimited (facilities of KAND) (B3-P-3576).

## MISCELLANEOUS

WELO—Birney Imes, Jr., Tupelo, Miss.—Granted modification (B3-MP-1743) of construction permit authorizing a new station, for approval of studio and transmitter locations at 212 Spring Street, Tupelo, and on U. S. Highway 45, 1250 ft. due South of City limits of Tupelo, respectively.

KVOP—W. J. Harpole and J. C. Rothwell, a Partnership, Plainview, Texas.—Granted modification (B3-MP-1734) of construction permit authorizing new station, for approval of antenna and approval of studio and transmitter sites at Ware Hotel Bldg., 111 West Sixth St., Plainview, and between 7th and 8th Streets, College Heights Addition, Plainview, respectively.

WNYG—City of New York—Municipal Broadcasting System, Portable-Mobile, area of New York, N. Y.—Granted construction permit for reinstatement of relay broadcast station WNYG, to be used with applicant's standard station WNYC; frequencies **1622, 2058, 2150, 2790 kc.**; 40 watts.

WNYD—City of New York—Municipal Broadcasting System, Portable-Mobile, area of New York, N. Y.—Granted construction permit for reinstatement of relay broadcast station WNYG, to be used with applicant's standard station WNYC; frequencies **1622, 2058, 2150, 2790 kc.**, 40 watts.

KDB—Don Lee Broadcasting System, Santa Barbara, Cal.—Granted special temporary service authorization to permit broadcast of calls directed to longshoremen, in accordance with request of the Pacific Coast Maritime Industry Board, service to be rendered without charge.

KFOX—Nichols & Warinner, Inc., Long Beach, Calif.—Granted special temporary service authorization to permit broadcast of calls directed to longshoremen, in accordance with request of the Pacific Coast Maritime Industry Board, service to be rendered without charge.

KVOE—The Voice of the Orange Empire, Inc., Ltd., Santa Ana, Cal.—Granted motion for continuance of hearing now scheduled for April 27 to July 26, in re application for construction permit.

WNAC—Yankee Network, Inc., Boston, Mass.—The Commission on its own motion continued the hearing now scheduled for April 24 to June 26, on application for construction permit to move auxiliary transmitter.

## APPLICATIONS FILED AT FCC

### 560 Kilocycles

WQAM—Miami Broadcasting Co., Miami, Fla.—Modification of license to use auxiliary transmitter during night hours of operation.

### 610 Kilocycles

KFAR—Midnight Sun Broadcasting Co., Fairbanks, Alaska.—Extension of Special Service Authorization to operate with an RCA type 10-DX transmitter, on **660 kc.**, 10 KW power, unlimited time for the period 6-1-44 to 5-1-46.

### 1240 Kilocycles

WMIS—Natchez Broadcasting Co., Natchez, Miss.—Construction permit to change frequency from **1490 kc.** to **1240 kc.**

KYUM—Yuma Broadcasting Co., Yuma, Ariz.—Acquisition of control of licensee corporation by John J. Louis through purchase of 12,350 shares of common stock from R. N. Campbell, D. Morgan Campbell and Eleanor McCoy. Contingent upon granting of B5-TC-367—KTAR.

### 1270 Kilocycles

WHBF—Rock Island Broadcasting Co., Rock Island, Ill.—Construction permit to install a 250 watt transmitter to be used for auxiliary purposes.

### 1340 Kilocycles

- WWPG—Palm Beach Broadcasting Corp., Palm Beach, Fla.—Relinquishment of control of licensee corporation by Charles E. Davis through sale of 125 shares common stock to Ajax Corporation.
- NEW—Alabama Broadcasting Co., Inc., Sylacauga, Ala.—Construction permit for a new Standard Broadcast Station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation.
- KGEZ—A. W. Talbot, Kalispell, Mont.—Authority to make changes in automatic frequency control equipment.

### 1420 Kilocycles

- NEW—Consolidated Broadcasting Corp., Ponce, P. R.—Construction permit for a new Standard Broadcast Station to be operated on 1420 kc., 250 watts power and unlimited hours of operation. Facilities of WPRP.

### 1450 Kilocycles

- WLAY—Muscle Shoals Broadcasting Corp., Muscle Shoals City, Ala.—Voluntary transfer of authority of licensee corporation from Joseph Wiggs Hart and Joseph Carl Russell to Frank Mitchell Farris, Jr. (666 $\frac{2}{3}$  shares common stock).
- WMOH—The Fort Hamilton Broadcasting Company, Hamilton, Ohio.—Modification of construction permit (B2-P-3469) for approval of transmitter site and change of studio location.

### FM APPLICATIONS

- NEW—The Toledo Blade Co., Toledo, Ohio.—Construction permit for a new High Frequency (FM) Broadcast Station to be operated on 44500 kc. with coverage of 8,400 square miles.
- NEW—WPTF Radio Co., Raleigh, N. C.—Construction permit for a new High Frequency (FM) Broadcast Station to be operated on 43300 kc. with coverage 23,343 square miles.
- NEW—Josh Higgins Broadcasting Co., Waterloo, Iowa.—Construction permit for a new High Frequency (FM) Broadcast Station to be operated on 44300 kc. with coverage of 26,943 square miles.
- NEW—E. F. Peffer, Stockton, Calif.—Construction permit for a new High Frequency (FM) Broadcast Station to be operated on 45900 kc. with coverage of 19,696 square miles.
- NEW—Charleston Broadcasting Co., Charleston, W. Va.—Construction permit for a new High Frequency (FM) Broadcast Station.

### 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. Amended to add Special Emission for FM-Aural.
- 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 KW peak, A5, A3 and Special Emission. Amended to omit Special Emission for visual operation and change power to 30 KW peak.
- NEW—The Tower Realty Co., Baltimore, Md.—Construction permit for a new Commercial Television Broadcast Station to be operated on Channel #4 (78000-84000 kc.)
- NEW—The Travelers Broadcasting Service Corps., Hartford, Conn.—Construction permit for a new Commercial Television Broadcast Station to be operated on Channel #7 (102000-108000 kc.)

### MISCELLANEOUS APPLICATIONS

- WNRA, NEW—National Broadcasting Co., Inc., Bound Brook, N. J.—Modification of construction permit (B1-PIB-48) for extension of completion date from 5-7-44 to 8-7-44.
- WNRE, NEW—National Broadcasting Co., Inc., Bound Brook, N. J.—Modification of construction permit (B1-PIB-45) for extension of completion date from 5-7-44 to 8-7-44.
- WNRI, NEW—National Broadcasting Co., Inc., Bound Brook, N. J.—Modification of construction permit (B1-PIB-49) for extension of completion date from 5-7-44 to 8-7-44.

WNRX, NEW—National Broadcasting Co., Inc., Bound Brook, N. J.—Modification of construction permit (B1-PIB-50) for extension of completion date from 5-7-44 to 8-7-44.

## 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.

**American Waxed Paper Association**, 1532 Lincoln-Liberty Building, Philadelphia, and its 24 member manufacturers are charged in a complaint with engaging in a combination and conspiracy to restrain trade and fix prices in the interstate sale and distribution of waxed paper and waxed paper products. The complaint also is directed against the members of the Association's board of governors and its manager and secretary-treasurer, George J. Lincoln, Jr. (5149)

**Caradine Hat Co.**, 8 South Fourth St., St. Louis, is charged in a complaint with violation of the Robinson-Patman Act by discriminating in price between different purchasers of its hats of like grade and quality. (5151)

**Temple Bar College**—A complaint has been issued charging Temple Bar College, 4717 Pillsbury Ave., Minneapolis, with misrepresentation in the sale of courses of study in theological and related subjects and in the conferring of so-called academic "degrees." The college, according to the complaint, was organized in April, 1943, for the purpose of "operating a Congregational College and Seminary offering courses of study in liberal arts and religious subjects, both in residence and through home study."

### CEASE AND DESIST ORDERS

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

**Gold Medal Haarlem Oil Co.**, 190 Baldwin Ave., Jersey City, N. J., has been ordered to cease and desist from disseminating false advertisements which represent that the preparation variously designated as "Gold Medal Haarlem Oil" and "Gold Medal Haarlem Oil Capsules" is an effective and harmless treatment for ailments of the kidneys and bladder. The Commission finds that the preparation is an irritant diuretic which does not have the therapeutic properties claimed for it, and its indiscriminate use by persons whose kidneys are diseased may interfere with their proper functioning and prolonged administration may injure kidneys that are normal. (4865)

**MacDougal Bros. et al.**—Two orders to cease and desist have been issued which are directed against the practice of representing that potatoes produced in New York State are grown in Maine. One order is against Donald N. MacDougal and Dan A. MacDougal, trading as MacDougal Brothers, Avoca, N. Y.; the other against Bishop & Babbins, Inc., Atlanta, N. Y. Both firms are engaged in the sale and distribution of potatoes they grow in Steuben County, N. Y. (4990-5000)

**Dr. Swett's Root Beer Company, Inc.**, 17 Battery Place, New York, stipulated that in advertising or selling Dr. Swett's Root Beer Concentrate it will cease and desist from any statement implying that the beverage made from the concentrate contains any ingredient that would make it a tonic for the nerves

or of value in the treatment of dyspepsia, act as a stimulant, stomachic, carminative or diuretic, or be of value in any form of kidney trouble, or that any ingredient contained in the beverage would impart to it therapeutic value. (3825)

### STIPULATIONS

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

**Allied Minerals, Inc.**, West Chelmsford, Mass., engaged in the sale of Limeroll, a poultry food, and Byron H. and Harriet B. Clark, trading as The Yankee Writing Service, Guilford, Conn., an advertising agency which disseminated advertisements for the product, stipulated that they will cease and desist from representing that it will always insure proper grinding of the feed; provide the exact insoluble grit or calcium carbonate requirements of birds, when the "exact insoluble grit requirements" are unknown; and afford the right amount of calcium carbonate to effect a correct balance, when the "right amount" is unknown. (03208)

**Columbia Galleries of New York**, 98 Buena Vista Terrace, San Francisco, entered into a stipulation to cease and desist from certain misrepresentations in connection with the sale of photographs. (3822)

**Dixie Poultry Farm & Hatchery**, Brenham, Texas, and its

president, Herber H. Drumm, entered into a stipulation to discontinue making certain representations in connection with the sale and distribution of baby chicks. (3821)

**Gattis Chemical Co.**, 214 Woodland St., Nashville, Tenn., entered into a stipulation to cease and desist from disseminating any advertisement which fails to reveal that the laxative it sells under the name "Gattis' Crack Shot Pills" should not be used when abdominal pain, nausea or other symptoms of appendicitis are present; provided, however, that such 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. (03207)

**Radiator Specialty Co. et al.**—Two corporations have entered into stipulations to discontinue representing that so-called "welding" compounds they sell will permanently repair metal parts. Radiator Specialty Co., 1700 Dowd Road, Charlotte, N. C., stipulates that it will cease and desist from representing that its product known as "Block Weld" will effect a permanent repair of metal parts; from using the term "Block Weld" as a designation for a product that does not effect a weld or fusion of metal parts; and from representing that such a product welds cracked blocks, valve parts, water jackets or other metal parts. The company also agrees to discontinue representing that it has a branch office and factory in Toronto, Canada, or any other city, unless it actually maintains such an office and owns, operates or controls a factory as represented. (3823-3824)

### WPB CITES A. F. OF M. OFFICERS

James C. Petrillo, President of the American Federation of Musicians, and the officials of the Chicago and St. Paul locals of A. F. of M. have been directed by William H. Davis, Chairman of the National War Labor Board to appear before the Board next Monday (May 1) to show cause why penalties should not be visited upon them for refusal to call off strikes of musicians in Chicago and Minneapolis. Telegrams were sent by WLB to the Chicago local on April 21 and to the Minneapolis local on April 24, and also to Mr. Petrillo. According to the Board these telegrams, which ordered them to discontinue the strike and return to work, have been ignored.

The telegrams were based upon the "no strike" pledge made by organized labor. As reported in last week's NAB REPORTS (page 118), William Green, President of the American Federation of Labor, expressed disapproval of the Chicago strike and branded it as a violation of the A. F. of L. "no strike" pledge. He later communicated the same information to the Minneapolis local. According to reports the strikes were called by the unions to compel the use of additional union musicians as "pancake turners." In event the War Labor Board determines to assess penalties against the unions, these might include a recommendation for the cancellation of any draft deferments and the unions might be punished by withholding certain privileges accorded to them under War Labor Board policy. NAB will be represented at the hearing Monday.

### PEABODY AWARD WINNERS ANNOUNCED

ATHENS, Ga.—The 1943 George Foster Peabody Radio Awards—the "Pulitzer Prizes" or "Oscars" of Radio—will be presented to the following:

Outstanding Community Service by a Regional Radio Station—"These Are Americans", KNX, Los Angeles, California.

Outstanding Community Service by a Local Radio Station—"Calling Longshoremen", KYA, San Francisco, California.

Outstanding Reporting of the News—Edward R. Murrow, CBS.

Outstanding Entertainment in Drama—"Lux Radio Theatre", CBS, and "An Open Letter to the American People", CBS—a double award.

Outstanding Entertainment in Music—"Music and the Spoken Word" (Salt Lake City Tabernacle Choir), KSL, Salt Lake City.

Outstanding Educational Program—"America's Town Meeting", Blue.

Outstanding Children's Program—"Let's Pretend", CBS.

A special citation has been voted for Bob Hope "in recognition of his untiring zeal and the high level of entertainment in his camp tours here and throughout the world. The joy and strengthened morale which he has given to the men and women of the armed forces can never be measured. The Peabody committee does not wish to overlook this superb contribution."

The announcement was made jointly by Edward Weeks, editor of the *Atlantic Monthly*, Boston, who is chairman of the Peabody Board, and Dean John E. Drewry of the Henry W. Grady School of Journalism, University of Georgia, through whose office the awards are administered.

The time and place of the actual presentations will be announced later, Dean Drewry said.

First awarded in 1941, the Peabody citations are designed to give additional recognition to meritorious public service by broadcasters and to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the University of Georgia.

This year's selections are the result of an elaborate screening process, the most detailed in the history of the awards. Last summer under the direction of Mrs. Dorothy Lewis, coordinator of listener activity of the National Association of Broadcasters, listening-post committees were set up in more than 100 cities throughout the country. Dean John E. Drewry arranged for similar committees in many of the leading institutions of higher learning. The reports of these committees, plus scores of entries by stations and networks, were studied and incorporated in a digest and report prepared for the advisory board by a special faculty committee of the University of Georgia. After a preliminary screening, the board asked for additional information about certain programs. The individual board members then prepared their ballots. These ballots were consolidated by Chairman Weeks and Dean Drewry. The winners represent the majority opinion of all these screening groups.

Members of the Advisory Board are: John H. Benson, president, American Association of Advertising Agencies, New York City; Dr. Ralph Casey, director, School of Journalism, University of Minnesota, Minneapolis; Jonathan Daniels, editor, Raleigh (N. C.) *News and Observer* and Administrative Assistant to the President, Washington, D. C.; Mark Ethridge, publisher, Louisville (Ky.) *Courier-Journal and Times*; Joseph Henry Jackson, literary editor, San Francisco (Calif.) *Chronicle*; Waldemar Kaempffert, science editor, *New York Times*; Alfred A. Knopf, publisher, New York City; Dr. I. Keith Tyler, director, Radio Education, Ohio State University, Columbus, Ohio; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody whose name the awards bear, president, "Yaddo"; Edward Weeks, editor, *Atlantic Monthly*, Boston, Massachusetts; Dr. S. V. Sanford, chancellor, University System of Georgia; and Earl J. Glade, mayor, Salt Lake City, Utah.

The Faculty Committee consists of Mrs. Mary S. Geston, chairman, assistant in journalism; Miss Florene Young, assistant professor of psychology; Byron Warner, assistant professor of music; George Blair, acting head, Department of Drama; E. Claybrook Griffith, associate professor of economics; Miss Lila Wenig, instructor in speech and radio; and Louis H. Edmondson, acting assistant professor of journalism.



THE 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*.

## WMAL CASE

Royal Montgomery, Hearing Officer for the War Labor Board, has submitted his report and findings to the Board in the controversy between Station WMAL and AFRA as to whether staff announcers should receive extra compensation for all local commercials.

In NAB REPORTS, Vol. 11, No. 44, page 444, it was reported that WMAL and AFRA had submitted their dispute to the War Labor Board and in the NAB REPORTS of November 26, Vol. 11, No. 48, page 475, it was reported that Joseph L. Miller, then NAB Director of Labor Relations, had appeared for WMAL and testified that extra compensation for all local commercials was not a prevalent practice in the industry.

In his report, Mr. Montgomery points out that the parties are WMAL and AFRA, which represents the 6 staff announcers employed at the station. "The two issues," says Mr. Montgomery, "are the method of payment of the employees involved and the retroactive date in case of any change in existing salary arrangements. The Union asks that the present base salary of two hundred dollars (\$200.00) a month be retained and that a schedule of fees for assigned commercial broadcasts be included in the contract. 'Assigned' commercial broadcasts, in contrast to 'selected' commercial broadcasts, are those in which the announcer is not selected by the sponsor or the advertising agency but is assigned to the broadcast by a radio station. The parties are in agreement that announcers' fees in the case of selected broadcasts are to be paid to staff announcers and only the question of whether a schedule of fees shall be paid in the case of 'assigned' local commercial broadcasts enters into the present case."

Continuing, the report says: "The employer proposes to increase the compensation of the staff announcers by an amount substantially equal to the fee proposed by the

## NAB BOARD TO MEET

The NAB Board of Directors will meet in Washington May 8, 9 and 10. This will be the first opportunity that the Board has had to confer officially with Harold Ryan, who assumed the NAB presidency on April 15.

The tentative agenda calls for discussion of many matters of vital importance to the industry. Among these are legislation; the AFM situation, both as it affects the recording ban and the demand for "platter turners"; ASCAP relations, and the NAB Convention. Also, consideration will be given to the internal affairs of NAB.

Union, but wishes this increase to be a flat amount for each of the staff announcers."

The employer submitted exhibits to demonstrate the result of the flat amount payment to the employees. This shows that with a base pay of \$200.00 the total compensation would amount to around \$250.00 a month and the employer indicated willingness to increase the present base salary to this amount. Commenting upon this, the Hearing Officer says, "Accordingly, there is not an issue between the parties of total monthly compensation but only of whether the proposed fee system be instituted or base salaries be increased by the amount that the fee system would have increased the total monthly income when averaged among the six staff announcers."

The other issue involved in the case is the retroactive date. The Union asks that any change in present salary arrangements be made retroactive to August 22, 1943, the date upon which negotiations between the parties terminated. The employer took the position that there is no basis for retroactive pay, and that in any event no increase should be made retroactive prior to October 15, 1943, when the case was certified to the War Labor Board.

## History of the Case.

The last contract between AFRA and WMAL was dated March 1, 1940 and this contract had been continued in effect pending agreement of terms of a new one. At the time the original contract was entered into, WMAL and WRC were operated jointly by the National Broadcasting Company and the contract was between NBC and AFRA. In August of 1941, WMAL was purchased by the "Evening Star" Newspaper Company and later the Evening Star Broadcasting Company was incorporated. It was not until October 1, 1941, that the Evening Star Broadcasting Company started to operate WMAL but by agreement it became a party to the contract of March 1940. This contract expired November 27, 1942 but was continued on an interim basis. Negotiations with respect to the terms of the new contract were started in the fall of 1942 and were finally terminated in August 1943.

## Contentions of Parties

The Union contended:

(1) That there is contractual obligation on the part of the Company under provisions of the contract of March 1, 1940, to negotiate a scale of assigned commercial fees such as has been agreed upon by the American Federation of Radio Artists and Washington stations in substantial competition with WMAL.

(2) That the flat increase method proposed by the Company would exceed the adjustment permitted by the "Little Steel" formula, but that the War Labor Board has approved the fee system in the case of contracts of other Washington radio stations and that this method of compensation adjustment is the only one which under the stabilization program has been approved.

(3) That the method proposed by the Evening Star Broadcasting Company would put other Washington radio stations with which the Union has contracts at an unfair competitive advantage, with resultant detrimental effect upon employer-employee relations in the other stations.

(4) That "assigned" commercial broadcasts necessitates as much, or more effort, skill and talent as do "selected" commercials, the payment of a fee for which is not in question.

(5) That assigned commercial fees are in the nature of payment for service rendered to sponsors or advertising agencies on commercial programs and being such are artists' fees separate from the base salary.

The Evening Star Broadcasting Company (WMAL) contended:

(1) That the provisions of Schedule I of the expired contract, invoked by the Union, do not involve obligations

on its part to agree to the schedule of fees requested by the Union, and incidental to this contention that this argument should not be considered by the Hearing Officer and the Board because it was not brought up in the negotiations for a new contract, but was first raised during the hearing.

(2) That commercial announcements have already been a part of the regular staff duties of the announcers and that it would be "wrong in principle" to compensate for time in the case of "sustaining programs" (i.e., programs broadcast on a non-commercial basis, the costs of which are borne by the station).

(3) That the method of payment proposed by the Union is also "wrong in principle" because it bears no reasonable relation to the value of the work.

(4) That WMAL is an independent station, and therefore is not subject to the pattern that has been established by Washington stations owned by national broadcasting companies.

(5) That the method, if introduced in the case of staff announcers, could be demanded by other employees.

(6) That the Union's plan would cause announcers to favor programs for which they were paid on an assigned fee basis to the detriment of sustained programs, and the management would be unable to maintain the degree of control over its employees that managerial functions necessitate it maintain.

Mr. Montgomery, the Hearing Officer, then presents the following analysis of the main issues involved:

"The Union has contended that paragraph 4 of Schedule I imposed upon the Company the obligation to agree to the method of payment proposed by the Union. This paragraph, as stated above, provided that nothing should prevent the parties 'from negotiating minimum rates and conditions for the services of staff announcers in reading commercial copy . . . but the AFRA (the Union) agrees that it will not require the Company, and that the Company shall be under no obligation, to negotiate with the AFRA with respect to such minimum rates and conditions for stations WRC and WMAL until such time as AFRA shall have commenced bona fide negotiations of such minimum rates and conditions for stations in substantial competition with WRC and WMAL in the area in which it serves, it being understood that such area is Washington, D. C.' Then follows a provision that subject to and in accordance with the foregoing, AFRA and the Company agree to negotiate such minimum rates and conditions in good faith. The Union called attention to the fact that the three stations agreed to be in substantial competition with WMAL (WRC, which was a twin station when the contract was negotiated in 1940, WTOP, and WOL) have entered into agreements with it which incorporate the scale of assigned commercial fees that the Union is requesting of WMAL. The Union alleges obligation on the part of the Company to agree to the proposed schedule of fees.

"The Company points out that it had attempted to negotiate 'minimum rates and conditions' for commercial fees after its competitors had commenced similar negotiations and that it negotiated in good faith. It calls attention, in substantiation of this position, to the fact that substantial agreement on all but assigned local commercials has been reached. The Company's position is that the agreement 'to negotiate minimum terms and conditions of employment' does not obligate it to agree to the particular scale requested by the Union for staff announcers assigned to local commercials."

He then states his conclusion that the Evening Star Broadcasting Company as successor to NBC which negotiated the March 1, 1940, contract is bound by the terms of the agreement which had been continued on an interim basis pending negotiations of a new contract, even though since August 1942 WMAL was operated as an entirely separate entity. He then says:

"However, the agreement 'to negotiate' terms and conditions of employment after negotiations with stations in substantial competition had been started does not involve obligation with reference to the specific character of said terms and conditions; and the fact that the schedule of fees proposed by the Union for its WMAL contract have

## KEEP SENDING NAB INFORMATION ON PERSONNEL IN ARMED FORCES

Still another letter of appreciation has been received by NAB from the ARMED FORCES RADIO SERVICE. Information on officers and enlisted men with previous program as well as technical experience is proving especially helpful in the selection and training of men for American Expeditionary Stations.

Have you supplied NAB with information on every member of your staff, man or woman, now with the armed forces? Check the list again! Give us the complete radio background and present military address of each one. It will be a service to victory and in addition may provide the means for transferring many of radio's armed forces personnel to posts which suit them better and enable them to serve more effectively. Send the information to Willard D. Egolf, Assistant to the President, National Association of Broadcasters, 1760 N Street, N. W., Washington 6, D. C.

become a part of the terms and conditions of the contract of the Union in substantial competition does not obligate WMAL to accept these terms and conditions. The fact that the point of contractual obligation was not raised during negotiations does not appear to the Hearing Officer to be one of controlling importance since the point was discussed in considerable detail by counsel and witnesses for both sides during the hearing. It is established that in spite of considerable delays caused by a variety of circumstances negotiations were carried on, and the testimony does not establish absence of good faith on the part of either party during these negotiations. Accordingly, the old contract did not obligate the Company to accept the proposed scale. A phase of this aspect of the Union's case to which the Hearing Officer believes attention should be called, and some weight attached, however, is the inclusion in the contract of steps for negotiations looking toward some uniformity of terms and conditions among the competing Washington radio stations."

In the summarization and conclusions the Hearing Officer says: (The following is a substantial verbatim copy of the Hearing Officer's report.)

### The Washington Area Pattern

The four larger stations in Washington are WMAL, which is now a Blue Network affiliate, WRC, owned and operated by the National Broadcasting Company, WTOP, owned by the Columbia Broadcasting Company, and WOL, which is locally owned but is affiliated with the Mutual Broadcasting Company. There are also two low power stations (WWDC and WINX). The three larger stations cited by the Union as being the chief competitors of WMAL have signed contracts with the Union containing schedules of assigned commercial fees such as the Union requests of WMAL in this case, as had also, on the date of the hearing, one of the two smaller stations. The WTOP contract was signed prior to the time the United States became a participant in the war; the WRC contract in March, 1943, with approval of the Wage Stabilization Director, being dated August 19, 1943; and the WOL contract on September 1 of that year. The Union, on the basis of these facts asserts that fees for assigned commercial broadcasts have become the prevailing pattern in the Washington area to which WMAL should conform. The Company, on the other hand, has averred that there is no reason why it must conform to the pattern of the other Washington stations. Two of these, it has pointed out,

are owned by national networks and these national networks, with an interest in their relations with the Union because of the over-all network operations, are influenced by considerations that do not obtain in the case of the independent WMAL.

The Hearing Officer concludes that the assigned fee feature is the prevailing pattern in the Washington area. While WRC and WTOP are owned by national headquarters, Station WOL, like WMAL, is a national network affiliate. It, like one of the smaller stations, has agreed to the fee system. The Hearing Officer believes that the establishment of this method of payment in Washington by all stations except the one here involved, taken in conjunction with the fact, mentioned above, that the old contract defines the competitive area as Washington, D. C., must be given consideration in arriving at the recommendation to be made in this case.

### **The National Pattern**

The Union contends that the provisions of contracts between the Union and radio stations outside of Washington are irrelevant. Testimony was given by representatives of the Company on the national pattern, without direct assertion so far as the record reveals, that deviations between the national and the Washington patterns are of controlling importance. Testimony on the national pattern was also given by a witness for the Union. This testimony revealed that in New York, as well as in Washington, there are contracts involving local commercial fees; that in Cincinnati likewise such fees are included in the contracts; and that in other cities various compromises with the assigned commercial fee proposal here involved have been worked out. Apparently three general types of compromises have been worked out.

The Hearing Officer finds that the assigned commercial fee feature involved in this case does not occupy the place in the national pattern that it does in Washington, but that it or variations of it obtain at various places throughout the country. Also, the national pattern does not seem to be the one which should receive the weight in view of the already sketched circumstances of this case that is given to the Washington pattern. In view of the fact that the assigned commercial fee feature is not peculiar to Washington and in view of the already stated conclusion that the Washington pattern is the one of the greater relevance in this case, the Hearing Officer cannot regard the absence of the assigned fee provision in a good many cities, and the deviations from it in others, as dictating that this Washington station should not adopt the method of payment prevailing there.

### **Relative Effort in Sustaining and Commercial Broadcasts**

The Company has contended that sustaining programs, for which it is not compensated by one of its customers, involved as great or greater, skill and effort than do commercial broadcasts. The Union through statements of its representatives and testimony of a witness has contended that commercials involve greater effort on the part of—make greater demands upon—the announcer than do selectives. All of the material introduced has been given careful consideration. The Hearing Officer does not find that this material establishes the fact of greater effort for skill in the case of commercial broadcasts.

### **The "Competitive Advantage" Issue**

The Union's position is that to permit WMAL to compensate solely on the basis of a flat salary, while its competitors in Washington pay fees for assigned commercials, would place the latter at an unfair competitive advantage. This contention was predicated upon the hypothesis that under the flat salary arrangement there would not be opportunity to charge back to the Company the remuneration of the announcer, while under its proposal the Company has the privilege of charging this back to the sponsor as a talent fee. Testimony was also introduced indicating that at least in some cases the competing companies do charge back the announcers' fee. It was also brought out,

however, that there is nothing to prevent stations with assigned commercial fees from absorbing these fees if they wish to, and that a station having the flat salary arrangement could, upon agreement with their customers, charge an announcer's or "talent" fee. Whether or not WMAL could absorb the fee appears, therefore, to be a matter of its decision in this matter of business policy and of the arrangements it could negotiate with its customers. The "competitive advantage" issue does not, therefore, seem to the Hearing Officer to be one of controlling importance; but uniformity in the method of wage payment among competing stations obviously would eliminate any development of competitive advantage that might obtain as a result of variations in these methods of wage payment.

### **Approval by War Labor Board**

The Union takes the position that the method of increasing monthly remuneration of the announcers that it proposes has been approved by the War Labor Board, whereas an increase in flat salaries such as the Company proposes (i.e., an increase from \$200 per month to \$250) has not been. It has further contended that the increase in flat salaries is not allowable under the Little Steel formula. The Company, on the other hand, has contended that the approval by the War Labor Board of assigned fees for other Washington stations was tantamount to increasing the pay of the staff announcers, that since the basic question under the stabilization program is the increase in money wages rather than the method of payment, there is no reason why approval of its method should not be forthcoming and that the approval of the commercial fee scales in contrast to other stations did not constitute approval of the principle of assigned commercial fees. On August 10, 1943, the WRC schedule was approved, and later, according to testimony during the hearing, station WOL was advised that in view of the WRC precedent it need not submit for approval the scale of fees it had submitted. The Hearing Officer believes in this matter his function is chiefly that of recording the positions of the parties, not in deciding whether the approval of the assigned fee schedules established by other stations was in effect an approval of wage increases within the stabilization program. The present base pay, as already stated, is \$200 per month. Examination of the contract of March, 1940 shows that the base pay there agreed upon was \$180 per month. In answer to the query of the Hearing Officer it was stated that there has been no increase since January 1, 1941; and also that the March, 1940 scale had obtained since then. Since the scale in that contract was \$180 a month, it is patent (a fact revealed by examination of the exhibits since the hearing) that either the present salaries of \$200 per month began to be paid subsequent to the signing of this contract or else that immediately thereafter the Company began paying \$200 a month. It is stated in the record, however, that there has been no increase since January 1, 1941. The increase in remuneration under either the Company's proposal or the Union's proposal would be, accordingly, about 25 per cent.

### **Retroactive Date**

The Union has pointed out that negotiations broke down on August 22, 1943 because the Company refused to continue with them, and its position is that any changes in the existing salary arrangements should be retroactive to that date. The Company's position is that it proceeded in good faith, that it was not responsible for delays in the negotiations, that there should be no retroactive clause in the Board's Directive, but that if a retroactive date is set such date should be not earlier than that of certification of the case to the Board—October 15, 1943. Union Exhibit No. 3 shows that negotiations did continue on through October 22, 1943, and testimony during the hearing—while indicating considerable delay as a result of changes in the personnel of Union representatives, vacations on the part of those who served, and other reasons—did not indicate a lack of good faith bargaining. It is evident that an impasse was reached on August 22, 1943, and the period from August 22 to October 15, 1943 was one of efforts on the part of the United States Conciliation Service to bring the

parties together on the issue. The Hearing Officer believes that the canons of the War Labor Board with respect to retroactive dates dictate, in these circumstances, that the proper retroactive date is October 15, 1943.

### Miscellaneous Issues

Several other issues were introduced, chiefly in the form of argument in the Briefs or during the hearing, rather than through evidence submitted. (1) The Company has contended that, should the method of payment requested by the Union be established in the case of staff announcers, a similar arrangement might be granted to all other employees. The Union has pointed out that it is bargaining only for staff announcers and has contended that there is no reason why the maintenance or all other employees would have to be granted some kind of fee method of compensation. The Hearing Officer, while recognizing that any group of employees might ask for a method of compensation applicable in the case of other employees of the same employer, does not find evidence to substantiate the position that other employees of WMAL would ask for some sort of fee method of compensation and believes he must confine his considerations to the employment terms of the agreement between the American Federation of Radio Artists and Station WMAL. (2) The Company has averred that the Union's proposal is in effect a request for part of the gross income of the Company. This conclusion does not seem to the Hearing Officer logically to ensue. The Company would compensate the announcers under either the flat salary or the fee method of payment, irrespective of whether it wanted to, and was able to, charge back the announcers' fees, in the latter case, to the sponsors of the commercial broadcasts. (3) The Company has stated that the method proposed by the Union would cause announcers to favor commercial broadcasts to the detriment of sustaining ones, to which more than one-third of the time on the air is devoted. The Union has admitted no tendency in the direction of deterioration of effort in the case of sustaining programs, and there is not evidence to support the position of either party. (4) An objection to the Union's proposal, advanced by the Company, is that management would lose a necessary degree of control over its business and its employees under the proposed method of payment—that announcers' allegiance would be primarily to sponsors or advertising agencies rather than to the employer. Testimony of one of the witnesses for the Union indicated that announcers, when assigned to commercials, are acutely conscious of the fact that their performance must meet the approval of the sponsor as well as of the station. On the other hand, there are the facts that other companies have agreed to this method of payment, and that the announcers would still receive the greater part of their remuneration in the form of flat salary rather than fees. None of these "miscellaneous" issues appears to the Hearing Officer to be of controlling importance.

### Conclusions

The Hearing Officer concludes:

1. The trade agreement of March, 1940, while containing provisions which made possible negotiations between the Union and WMAL of the same "terms and conditions" established by agreement between the Union and the competing radio stations in Washington, does not impose a contractual obligation upon the Company to institute the method of wage payment that now obtains in the case of announcers employed by WRC, WOL, and WTOP.
2. However, this method of payment in the competitive area defined in the contract of March, 1940 (i.e., Washington) has become the established pattern, WMAL being the only important station not to have it. This fact appears, in the circumstances of this case, to be deserving of considerable weight.
3. The national pattern indicates variations in the method of payment, with the method proposed by the Union obtaining here and there, but the national pattern is not controlling this case.
4. The evidence does not prove conclusively that other stations in Washington would be placed under a com-

petitive disadvantage were WMAL to institute a flat salary increase instead of the fee system, although any effect the method of payment might have would be, of course, to equalize competitive conditions when all competitors had the same method.

5. The Stabilization Division has approved the method of payment requested by the Union; it has not in the case of radio announcers specifically approved the flat salary increase of the monetary equivalent to the fees asked by the Union.

6. The retroactive date in the case of the recommendation immediately following should be October 15, 1943.

### Recommendation

The Hearing Officer recommends that the parties be directed to include in their contract provision for a base monthly salary of \$200 a month and the scale of fees for assigned commercial broadcasts requested by the Union and set forth in Schedule I of the proposed contract.

### NAB MUSIC COMMITTEE CONFERS WITH ASCAP

A sub-committee of the NAB Music Committee met in New York on Friday, April 21. Present were Campbell Arnoux, WTAR, Chairman; James P. Begley, KYW; and Frank White, CBS. Also attending were Sydney M. Kaye and C. E. Arney, Jr., Secretary-Treasurer of NAB.

Over 100 responses which had been received from stations operating under the ASCAP per-program were canvassed and facts regarding their relations with ASCAP were catalogued.

Mr. Arnoux and Mr. Begley had an extended conference with ASCAP officials. Specific questions regarding their future policy with reference to taxing announcements, etc., under per-program licenses were submitted and ASCAP has agreed to submit a written response to these inquiries prior to the meeting of the NAB Board of Directors to be held in Washington on May 8, 9 and 10.

### NEW AWARD IS CREATED FOR RADIO CONTRIBUTION TO CAUSE OF DEMOCRACY

COLUMBUS, OHIO: Creation of the Edward L. Bernays Radio Award of \$1,000 to be given to the person making the greatest contribution during 1944 to democracy through the medium of radio is announced by Ohio State University.

A score of national leaders in education, government, business, and radio have approved the project, made possible through a gift by Mr. Bernays, New York public relations counsel, to Ohio State's Institute for Education by Radio.

Terms of the agreement provide that the award shall go to the individual who makes the outstanding contribution in the year 1944 in the field of radio "which furthers democratic understanding, democratic thinking, and democratic action by the people of the United States."

It is specifically stated that this award shall not go to a "corporation, station, or other multiple entity," although it may go to an individual within any of these organizations.

The suggestion for such an award was submitted to many national leaders and it has met with unanimous approval, according to Dr. I. Keith Tyler, director of the Institute for Education by Radio.

Among the comments received are these:

*Vice President Henry A. Wallace:* "If democracy is to have the vitality and vivid compelling interest necessary to enable it to compete against fascism after the fighting stops, it will be necessary for all the channels of public information to do a clean, aggressive job. That is why

I like the idea of stimulating the different broadcasting companies to develop program series to make democracy a more vital competitor against those dogmas which are not based on the fatherhood of God and the brotherhood of man. Democracy is really much more exciting than fascism but the representatives of democracy have not yet learned how to do as good a job as the representatives of the forces of evil."

*Senator Robert F. Wagner:* "At this time, when the efforts of the nation are concentrated upon winning the war, a project such as this emphasizes the importance of keeping constantly before us the democratic ideals for which we are fighting."

*Governor John W. Bricker, Ohio:* "In these troublesome times in which our nation faces momentous issues, the radio can play a significant part in ensuring the preservation of our traditional American faith in democracy. This worthy effort to encourage thinking and action with regard to our basic American beliefs is properly a concern of the Institute for Education by Radio which has throughout the years been a moving force in the continuing improvement of American radio."

*Wendell L. Willkie:* "I firmly believe that every effort which has as its goal stimulating public discussion upon the meaningful issues of the day merits attention and encouragement. (Such an award) does much to focus public interest upon this goal. This indeed is education in its true sense."

*National Commander Warren H. Atherton, American Legion:* "Democracy is the practical application to everyday living of the theory and ideals of liberty. It is not a static thing. It must be continuously reaffirmed and maintained because its freshness and strength must ever depend on individual as well as collective vigilance and devotion. That can best be done through education. Radio is the newest and one of the most powerful aids to education. It has a definite responsibility in building for future good citizenship. The award . . . is a distinct contribution to the cause of alerting our citizenry to the constantly increasing need of firmly defending and vigilantly upholding the ramparts of individual freedom as the bulwark of popular government. On them rests our cherished democracy."

*Roger N. Baldwin, director, American Civil Liberties Union:* "An award for the promotion of democracy by radio should focus attention on a public service not too well performed to date. The trouble with most of the programs intended to promote democracy is that they have avoided current controversy, relying heavily on the founding fathers. There is no sense in any such program that doesn't come to grips with the conflicts of our time in terms of democracy in all its aspects—political, economic, and international. Radio listeners will welcome an escape from platitudes and history."

### KGFR "LETTER FROM HOME"

KGFR, Long Beach, keeps in touch with station alumni in military service by means of a 4 page illustrated letter, "The Long Beach Letter from Home." It's mailed every two weeks.

News from the men and women in service frequently is spotted on "Let's Not Forget", a daily show for the folks at home. The alumni may request a tune, for playing over the station, and name the person to whom it's to be dedicated.

### NEWS WANTED!

National Foundation News is published monthly, 120 Broadway, New York, N. Y., by The National Foundation for Infantile Paralysis, Inc.

Howard J. London, radio director, would appreciate receiving stories concerning broadcasting personnel who have recovered from polio and are now working in the industry.

A recent issue carried such a story, that of Ted Campagna, Fargo, N. D., WDAY sports director and athletic coach of Sacred Heart Academy. Ted handles his two jobs on crutches. During the 1944 campaign he was also State Director of Radio Publicity.

Prepared by FCC from preliminary financial figures. Final figures will be published when all station reports are in.

## FEDERAL COMMUNICATIONS COMMISSION Washington, D. C.

April 26, 1944

### DATA RE 100-WATT STANDARD BROADCAST STATIONS

During the year 1943 there were 40 standard broadcast stations operating with 100-watt power compared with 157 stations operating with this power and 3 stations operating with 50-watt power as of January 1, 1938. Five of the 40 are non-commercial stations. These stations were located as follows:

Location	Number of stations		Location	Number of stations	
	1938	1943		1938	1943
Alabama	4	1	Nebraska	1	0
Alaska	1	0	New Hampshire	1	0
Arizona	1	0	New Jersey	2	0
Arkansas	5	0	New Mexico	4	3
California	12	5	New York	8 <sup>1</sup>	2
Colorado	5	1	North Carolina	5	0
Connecticut	3	0	North Dakota	2	0
Delaware	1	0	Ohio	5	0
Dist. of Columbia	1	0	Oklahoma	6	1
Florida	4	0	Oregon	5	2
Georgia	3	1	Pennsylvania	10	4
Illinois	8	2	Puerto Rico	1	0
Indiana	4	1	South Carolina	2	0
Iowa	3	1	South Dakota	4	1
Kansas	5	2	Tennessee	2	0
Louisiana	3	0	Texas	8	5
Maine	2	2	Utah	2	1
Michigan	5 <sup>1</sup>	0	Vermont	1	0
Minnesota	2	0	Virginia	2	1
Mississippi	2	0	Washington	6 <sup>1</sup>	0
Missouri	2	0	West Virginia	2	1
Montana	1	1	Wisconsin	4	2
			Total	160	40

<sup>1</sup> Includes one 50-watt station.

This is a decrease of 75% in the number of stations operating with this power at the end of 1943 compared with the number operating with power of 50 to 100 watts at the close of 1938.

Thirty-four of the 40 stations were licensed prior to 1938, 5 of which are non-commercial.

Twenty-nine of these stations have filed revenue reports for the year ended December 31, 1943, reporting net time sales amounting to \$861,000, and the same stations reported \$708,000 for the year 1942, an increase of 21.6%.

Eight of the 29 commercial stations showed a decrease in net time sales and the remaining 21 showed increases ranging from \$22 to \$60,934, and may be grouped as follows:

- 8 stations reporting decreases of \$3 to \$5,091
- 5 stations reporting increases of \$22 to \$1,000
- 8 stations reporting increases of \$1,000 to \$5,000
- 5 stations reporting increases of \$5,000 to \$10,000
- 3 stations reporting increases of \$10,000 or more

29 total stations

Twelve of the 34 commercial stations serve as outlets for the major networks as follows:

- Blue . . . . . 1 station
- Columbia . . . . . 2 stations
- Mutual . . . . . 7 stations
- National . . . . . 2 stations

Total . . . . . 12 stations

## WTIC'S UNIQUE WARTIME PROGRAM

News of unique wartime promotional programs whose calibre and format are such as to do a constructive job, week after week, is solicited for publication in NAB REPORTS.

One such is "Connecticut on the Alert", WTIC, Hartford, a series which has continued for three years.

"Connecticut on the Alert" goes on the air every Wednesday, 7:45-8:00 p. m. Information on the broadcast has had no prior release; and the Thursday newspapers throughout the state give extended coverage to the program.

Practically every person of importance contributing directly to the state's war effort has appeared on the program at one time or another. Harold F. Woodcock, state war administrator, presides.

Governor Raymond E. Baldwin regards the productivity of "Connecticut on the Alert" so highly that he has appeared six times since August 24.

As an example of immediate listener response, 40 prospective homes for foster children were located as the result of the February 16 broadcast.

The following brief program descriptions illustrate the wide scope of the subjects handled:

Commonsense Nutrition—Thomas W. Russell, deputy administrator, Conn. War Council.

Connecticut's Role in War—War Administrator Harold F. Woodcock, Gov. Raymond E. Baldwin.

Industrial Training—War Administrator Harold F. Woodcock; Prof. Lauren E. Seeley, Yale, regional advisor, ESMWT; W. S. Clark, works manager, General Electric Co.

Child Care Centers in Connecticut—War Administrator Harold F. Woodcock; Miss Clara Allen, Consultant on school-age problems, State Dept. of Education; Miss Anna McManus, supervisor, Child Care Centers, New Haven; Mrs. Lydia Mills, 143 Franklin Ave., Hartford; Lester A. Lanning, assistant plant manager, New Departure, Bristol.

Food Supply—War Administrator Harold F. Woodcock; Arthur Gosselin, member of War Council and chairman of sub-committee on Wholesale and Retail Food Distribution; Food Administrator Henry B. Mosle.

## KMBC ADOPTS NEW STATION ADVERTISING THEME

Use of an institutional copy theme based on the wartime merits of the American system of broadcasting characterizes the KMBC advertising campaign now running in radio and advertising trade magazines, the Kansas City Chamber of Commerce magazine and via direct mail to advertising agencies and regional advertisers.

In a letter accompanying the first direct mail release Sam H. Bennett, KMBC Director of Sales says: "While naturally KMBC is 'open for business' it is felt that the accomplishments of radio as an industry have been so noteworthy, particularly in service to this nation at war, that it would be fitting that KMBC advertising be dedicated in behalf of American Broadcasting's service to the home and the community."

First advertisement carries the picture of Robert L. Mehornay, President of the Kansas City Chamber of Commerce and of the Mehornay Furniture Company. In a statement accompanying his picture Mehornay says: "Radio's contribution to the home front cannot be emphasized too greatly. I particularly recognize radio for its realistic approach to community problems brought on by war times. Yes, indeed, radio has earned its inherent right to play an important role in the moulding of a better post-war world."

Station copy looks to tomorrow, reciting plans for broadened responsibilities.

## RADIO LARGEST SOURCE OF WAR NEWS, SURVEY SHOWS

(From "EVERY WEEK," WSAR weekly news magazine)

Interesting facts about the effects of wartime conditions on the habits of housewives were recently revealed in the publication of results of the second annual survey conducted by the Committee on Consumer Problems of Central New York. The survey was directed by Professor Hepner of Syracuse University, with trained interviewers arranging with officers of women's clubs to direct filling-in of questionnaires by representative housewives. Over 2300 families were studied in the report, a cross-sectional survey of one family out of every 50 in Syracuse, and one family out of 25 in the area surrounding the city.

One of the purposes of the survey was to ascertain from what source housewives obtained their news about the war. In the city, 644, or 69 per cent, answered "radio." In the outlying districts the proportion was somewhat higher, with 856, or 73.5 per cent, claiming their loudspeakers as the favorite medium for keeping themselves posted on activities on the world's battle fronts.

Sponsors of the survey were also interested in finding out whether or not women are spending more time in their homes during wartime, with the following results revealed: In Syracuse, 41 per cent stated they were in their homes more since the war, 9.5 per cent answered less, and 46.1 per cent claimed they are spending the same amount as before the war. Outside the city, 46.1 per cent claimed more time at home, while 61.1 per cent spend less and 45.1 spend apparently the same amount of time. The question was interesting and the results important from the viewpoint of radio, as women at home are potential listeners. The answers given, coupled with the fact that the majority of housewives depend on their radios for war news, would indicate that the home-makers in this typically American area find their radios of ever increasing importance in wartime.

While the survey was not concerned with the wartime value of radio as a medium of entertainment, it may be assumed that with nearly half the number of women interviewed stating they are spending more time at home now, they are relying on broadcasting more than ever before for diversion as well as information.

## NATIONAL MUSIC WEEK CELEBRATION MAY 7-14

The following letter was received by Willard D. Egolf, NAB Assistant to the President, from C. M. Tremaine, Secretary of the National and Inter-American Music Week Committee, 315 Fourth Avenue, New York City:

"You may remember that one of the ways we suggested last year by which the radio stations could tie in with National Music Week was to broadcast the Star-Spangled Banner at twelve o'clock noon each day of the observance.

"Many of the stations carried out this suggestion last year, and it was most effective. We hope more will do so this year—the 21st annual observance. The dates are May 7-14, as Music Week always begins the first Sunday in May.

"Our Committee would be glad to hear from stations planning participation in this way; also to know of other special programs to be arranged for the occasion."

A battery of transmitters known as the American Broadcasting Station in Europe was slated to go on the air for the first time April 30 broadcasting direct from Great Britain to the countries across the English Channel and the North Sea, OWI announced this week. At present all Voice of America broadcasts from Britain are programs originating in OWI studios in New York and relayed to Europe by the British Broadcasting Corporation.

April 30 broadcasts it is understood will include transmission in the languages of France, Holland, Belgium,

Norway, Denmark and Germany, in addition to English, which is the secondary language of many Europeans. The American Broadcasting Station in Europe will be programmed and operated at its own studios by the Overseas Branch of OWI.

Programs on the American Broadcasting Station in Europe will be carried on both medium and short wave. American broadcasts originating in Europe will total 8¼ hours daily. Six and three-quarters hours will be devoted to OWI programs and 1½ hours to programs prepared by BBC for OWI broadcast.

Inauguration of this new system culminates plans and arrangements begun two years ago by Robert E. Sherwood, Director of the Overseas Branch of OWI, and representatives of the British Government and the BBC, with whose operations those of the American Broadcasting Station in Europe are coordinated.

## Federal Communications Commission Docket

### HEARINGS

No broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, May 1.

## Federal Communications Commission Action

### APPLICATIONS GRANTED

- KCMC—KCMC, Inc., Texarkana, Texas.—Granted license (B3-L-1801) to cover construction permit which authorized change in frequency from 1450 to 1230 kc. and changes in transmitting equipment. Also granted authority to determine operating power by direct measurement. (B3-Z-1587).
- WIBC—Indiana Broadcasting Corp., Indianapolis, Ind.—Granted license to cover construction permit (B4-L-1802) which authorized increase in power from 5 KW day, 1 KW night, to 5 KW day and night, and changes in directional antenna system; conditions. Also granted authority to determine operating power by direct measurement (B4-Z-1588).
- KWTO—Ozarks Broadcasting Co., Springfield, Mo.—Granted license to cover construction permit (B4-L-1780), which authorized change in hours of operation, installation of DA for night use, and move of transmitter. Also granted authority to determine operating power by direct measurement. (B4-Z-1561).
- WHBC—The Ohio Broadcasting Co., Canton, Ohio.—Granted modification of construction permit for change in antenna system (subject to January 26 Policy), and extension of completion date to 180 days after grant (B2-MP-1740).
- WHOM—New Jersey Broadcasting Corp., Jersey City, N. J.—Denied special service authorization to operate with main studio at 29 West 57th St., New York City (in lieu of presently licensed studio location at 2866 Hudson Blvd., Jersey City), for period ending 8-31-44.
- WCOV—Capital Broadcasting Co., Inc. (Assignor), G. W. Covington, Jr. (Assignee), Montgomery, Ala.—Granted consent to voluntary assignment of license of Station WCOV from Capital Broadcasting Co., Inc., to G. W. Covington, Jr., who owns all the issued and outstanding capital stock. No monetary consideration involved (B3-AL-407).
- KTBI—C. C. Cavanaugh (Transferor), Harold S. Woodworth (Transferee), Tacoma Broadcasters, Inc. (Licensee), Tacoma, Wash.—Granted consent to transfer of control of Tacoma Broadcasters, Inc., licensee of Station KTBI from C. C. Cavanaugh to Harold S. Woodworth, for a total con-

sideration of \$13,080, representing 109 shares (54.5%) of licensee's stock (B5-TC-370).

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Granted in part petition for reinstatement of its application (B3-P-2939) for construction permit; denied petition for rehearing, reconsideration, and designation for hearing of the application for construction permit (B3-P-2887) of KNOE, Inc., Monroe, La.

WFLA—The Tribune Co., Tampa, Fla.—Granted application for construction permit to increase nighttime power from 1 to 5 KW and make corresponding changes in its present directional antenna array, subject to January 26 Policy, and to the condition that applicant submit measurements showing a minimum effective field intensity of 175 mv/m for 1 KW in lieu of meeting the minimum antenna height requirements of the standards.

### DOCKET CASE ACTION

The Commission has announced adoption of an order (B-154) granting application of Chester A. Thompson, transferor, and the Brush-Moore Newspapers Inc., transferee, for consent to transfer control of Scioto Broadcasting Co. (formerly Vee Bee Corp.), licensee of Station WPAY, Portsmouth, Ohio, and the application of Scioto Broadcasting Co. for renewal of license for operation of Station WPAY, Portsmouth, Ohio, on 1400 kilocycles, 250 watts, unlimited time.

At the same time the Commission adopted as final, Proposed Findings of Fact and Conclusions (B-186), denying the application of S. E. Adcock, d/b as Stuart Broadcasting Co. (WROL), Knoxville, Tenn., for modification of license to change operating assignment, without prejudice to the filing of an application which will not increase interference to Station KWFT, Wichita Falls, Texas, and which will otherwise conform to Good Engineering Practice.

The Commission also adopted Proposed Findings of Fact and Conclusions (B-200), proposing to deny application of M. & M. Broadcasting Co. (WMAM), Marinette, Wisc., for modification of license requesting authority to change hours of operation from daytime only to unlimited, on 570 kilocycles, with power of 100 watts night, 250 watts LS, without prejudice to the filing of an application for operation, unlimited time, on a local frequency.

### LICENSE RENEWALS

- WBAM—Bamberger Broadcasting Service, Inc., New York City.—Granted license to use transmitter formerly licensed to experimental high frequency station W2XOR, as an auxiliary transmitter (B1-LH-45).
- W9XMB—The Moody Bible Institute of Chicago, Chicago, Ill.—Granted license (B4-LST06), to cover construction permit for new ST broadcast station to be used with high frequency (FM) Station WDLM, subject to condition that licensee shall, when required materials become available, take immediate steps to comply fully with the rules, regulations and standards of the Commission.
- WNYE—Board of Education, City of N. Y., Brooklyn, N. Y.—Granted renewal of non-commercial educational broadcast station, for the period ending May 1, 1945.
- WBEZ—Board of Education, City of Chicago.—Granted renewal of non-commercial educational broadcast station, for the period ending May 1, 1945.
- WIUC—University of Illinois, Urbana, Ill.—Granted renewal of non-commercial educational broadcast station, for the period ending May 1, 1945.
- W9XER—Midland Broadcasting Co., Kansas City, Mo.—Granted renewal of developmental broadcast station license for the period ending May 1, 1945.
- W10XF—National Broadcasting Co., New York City.—Granted renewal of developmental broadcast station license for the period ending May 1, 1945.
- W10XR—National Broadcasting Co., New York City (Portable or Portable Mobile)—Granted renewal of developmental broadcast station license for the period ending May 1, 1945.

Granted petition filed by five FM stations in Philadelphia, Pa. (WIP-FM), (WFIL-FM), (WCAU-FM), (WPEN-FM), (KYW-FM), for extension of the waiver of Section 3.261

of the Commission's rules for the period ending May 1, 1945, to permit operation under cooperative plan.

WBRL—Baton Rouge Broadcasting Co., Inc., Baton Rouge, La.—  
WELD—WBNS, Inc., Columbus, Ohio.—Granted renewal of FM  
broadcast station license for the period ending May 1, 1945.  
WGNB—WGN, Inc., Chicago, Ill.—Granted renewal of FM  
broadcast station license for the period ending May 1, 1945.  
WHEF—WHEC, Inc., Rochester, N. Y.—Granted renewal of FM  
broadcast station license for the period ending May 1, 1945.

Licenses for the following FM stations were extended upon a temporary basis, pending determination upon applications for renewal, for the period ending July 1, 1944:

WBCA, Schenectady; WQXQ, WGYN, New York City.

### MISCELLANEOUS

The following applications for FM broadcast stations were placed in the pending files pursuant to Commission policy adopted February 23, 1943:

Loyola University, New Orleans; G. W. Covington, Jr., Montgomery, Ala.; Central Broadcasting Co., Des Moines; Atlantic Coast Broadcasting Co., Charleston, S. C.; Saginaw Broadcasting Co., Saginaw, Mich.; Monroe P. England, Pittsfield, Mass.

The following applications for commercial television broadcast stations were placed in the pending files in accordance with policy of February 23, 1943:

Philco Radio & Tele. Corp., New York City; Stromberg-Carlson Co., Rochester, N. Y.; Philco Radio & Tele. Corp., Washington, D. C.; Capital Broadcasting Co., Washington, D. C.

WIRE—Indianapolis Broadcasting, Inc., Indianapolis, Ind.—Denied petition for reinstatement of its application for construction permit to change frequency from 1430 to 1190 kc. and increase power from 5 to 50 KW. (The petition is denied without prejudice to reconsideration in event there is a change in conditions with respect to any pertinent application such as to warrant reconsideration.)

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Granted modification of construction permit to make changes in DA and ground system (subject to January 26 Policy), and extend completion date from 5-1-44 to 11-1-44 (B5-MP-1741). Also granted extension of special service authorization to operate by the indirect method on 560, 1 KW day and 250 watts night, unlimited time, using W. E. 304-A, 1 KW transmitter and 310' vertical radiator for the period ending 11-1-44 (B5-SSA-101).

### APPLICATIONS FILED AT FCC

#### 770 Kilocycles

KXA—American Radio Telephone Co., Seattle, Wash.—Modification of license to change hours of operation from limited time to unlimited time.

#### 1240 Kilocycles

WIBU—Wm. C. Forrest, Poynette, Wisc.—Authority to determine operating power by direct measurement of antenna power.

KPPC—Pasadena Presbyterian Church, Pasadena, Calif.—Modification of license to change hours of operation from sharing time with KFXM to specified hours.

NEW—Herman Anderson and Robert Franklin, Tulare, Calif.—Construction permit for a new standard broadcast station to be operated on 1240 kc., 250 watts power, unlimited hours of operation.

#### 1400 Kilocycles

WLLH—Merrimac Broadcasting Co., Inc., Lowell, Mass.—Construction permit for increase in power from 100 watts to 250 watts and changes in transmitting equipment of synchronous amplifier.

#### 1420 Kilocycles

WQBC—Delta Broadcasting Co., Inc., Vicksburg, Miss.—Construction permit to change frequency from 1390 kc. to 1420 kc.,

power from 1 KW to 500 watts night, 1 KW daytime and hours of operation from daytime to unlimited time.

### 1450 Kilocycles

KJAN—KNOE, Inc., Monroe, La.—Modification of construction permit (B3-P-2887) for approval of transmitter site and antenna, change type of transmitter and studio location.

WLAY—Muscle Shoals Broadcasting Corp., Muscle Shoals City, Ala.—Voluntary transfer of control of licensee corporation from Joseph Wiggs Hart and Joseph Carl Russell to Frank Mitchell Farris, Jr. (666⅔ shares common stock).

### FM APPLICATIONS

NEW—Cornell University, Ithaca, New York.—Construction permit for a new high frequency (FM) broadcast station to be operated on 43300 kc., coverage of 15,000 square miles.

NEW—Courier-Journal and Louisville Times Co., Eastwood, Ky.—Construction permit for a new temporary Class 2 experimental high frequency broadcast station to be operated on 45700 kc., 1 KW power, special emission. Amended: re change in frequency from 45700 to 45500 kc.

NEW—Oshkosh Broadcasting Co., Oshkosh, Wisc.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44500 kc. with coverage of 3,810 square miles.

NEW—The Associated Broadcasters, Inc., San Francisco, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on 43100 kc.

NEW—WIBX, Inc., Utica, New York.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45700 kc. with coverage of 10,290 square miles.

### TELEVISION APPLICATION

NEW—The Associated Broadcasters, Inc., San Francisco, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #6 (96000-102000 kc.).

### MISCELLANEOUS APPLICATION

NEW—WBKY, University of Kentucky, Beattyville, Ky.—Construction permit to move transmitter from Elementary School Bldg., Beattyville, Ky., to McVey Hall, University of Kentucky Campus, Lexington, Ky., make changes in equipment and antenna, increase power from 100 watts to 500 watts and change emission from A3 to special.

## 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.

**Dorene Publishing Co., Inc.**, and Joseph Kay as president of the corporation, both located at 1472 Broadway, New York, are charged in a complaint with misrepresentation in the sale and distribution of books and pamphlets on occult subjects, oils, incense powders and other articles allegedly designed for use in mystic and occult practices. The complaint alleges that the respondents have falsely represented among other things that a book entitled "The 7 Keys to Power" teaches purchasers to be successful in all enterprises and problems of daily life, including love, marriage and the acquisition of property. (5153)

**General Baking Company**, 420 Lexington Ave., New York, manufacturer and processor of bakery products, including "Bond Bread," has been ordered to cease and desist from violation of sub-

section (d) of Section 2 of the Clayton Act as amended by the Robinson-Patman Act, in connection with the sale of bread. The Commission finds that the respondent corporation contracted to pay, and paid, a limited number of its preferred customers located in Washington, D. C., Philadelphia, Norfolk, Va., Louisville, Indianapolis, Columbus, Ohio and elsewhere, varying amounts of money in consideration of and as compensation for advertising services and facilities to be furnished by the customers in connection with the handling, offering for sale and sale of its product. Advertising allowances varying in amounts from a minimum of 50 cents a week to a maximum of \$525 a month were allowed to these customers as compensation for advertising services and facilities, with the understanding and agreement that the customers would advertise the products in newspapers, by handbills, bulletins and otherwise, while the respondent had not made such payments of advertising allowances available on proportionally equal terms to other customers who compete with the preferred customers in the distribution of the respondent's products. (5115)

**H. A. Irving & Company, et al.**—Violation of the brokerage section of the Robinson-Patman Act is alleged in a complaint directed against Harry A. Irving, A. L. Hoffman, Phelps E. Hollywood, William R. Ernst and Norma E. Irving, copartners trading as H. A. Irving Company, 206 Sansome St., San Francisco, engaged in the canning, packing and sale of sea food products. (5152)

**Arthur Von Senden Co., Inc.**, 321 Boulevard of Allies, Pittsburgh, Pa., selling and distributing religious books, including The New Testament and a Catholic Prayer Book, is charged in a complaint with misrepresentation and unfair and deceptive acts and practices in commerce.

### STIPULATIONS

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

**Consolidated Royal Chemical Corp.**, operating under the trade name of Consolidated Drug Trade Products, 544 South Wells St., Chicago, selling a medicinal preparation designated New Peruna Tonic, and Benson & Dall, Inc., 327 South LaSalle St., Chicago, an advertising agency which disseminated advertisements for the product, have stipulated to cease representing that the product will prevent or cure colds or shorten their duration; that it is of value for the treatment of symptoms of colds other than what effect it may have as an expectorant; that it will build resistance to colds, restore energy, increase weight, strength or vigor, or have any effect upon such conditions except insofar as it may act as a tonic; that it will stimulate vital functions, act as a conditioner, stimulate digestion or be of benefit to those whose digestive power has been diminished. (03210)

**Diamond Man.** 205 North Michigan Ave., Chicago, selling finger rings, has stipulated to discontinue use of the word "Dia-

mond" as a part of their trade name until such time as a substantial part of the business in which they are engaged shall consist of the buying or selling of genuine diamonds. (03211)

**Lawrence Mack, Inc.**, 2429 Grand River Ave., Detroit, and Lawrence B. Silverstein, 1630 S. E. 46th Ave., Portland, Oreg., stipulated to cease and desist from disseminating false advertisements concerning a weight-reducing preparation designated "Laxrid." The corporation is engaged in compounding the preparation and selling it through distributors, one of whom was Silverstein. (3827)

**Schooley & Son**, Luzerne, Pa., and Cargill, Inc., 761 Chamber of Commerce, Minneapolis, Minn., each selling a dry dog food preparation designated "Blue Streak Dog Ration," also referred to as "Blue Streak Dog Food," have stipulated that each will cease and desist from representing that the product contains meat and from publishing or disseminating any testimonial containing representations contrary to such agreement. (03212)

**Wool Novelty Company, Inc.**, 10 West 20th St., New York, has entered into a stipulation to cease and desist from misrepresenting the fiber content and the origin of yarns it sells in interstate commerce. (3826)

### CEASE AND DESIST ORDERS

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

**Alexander Auerbach**, 439 Broadway, Brooklyn, has been ordered to cease and desist from violation of the Wool Products Labeling Act and the Federal Trade Commission Act in connection with the sale of "shoddy," manufactured from woolen rags, clippings, and other wool waste. The respondent trades as Frank Corwin, Frank Corwin Co., Frank Cohen, David Demerer and Hanover Wool Stock Co. (5025)

**A & N Trading Co., Inc.**, 8th and D Streets, N. W., Washington, D. C., engaged in the sale of clothing and other merchandise, has been ordered to cease and desist from misbranding wool products in violation of the Wool Products Labeling Act and the rules and regulations promulgated thereunder. The respondent corporation trades as Sport Center, A. & N. Trading Company, and A & N Trading Company, Inc. (4932)

**National Crepe Paper Association of America**, 1532 Lincoln-Liberty Bldg., Philadelphia, and eight corporations which manufacture all of the crepe paper produced in the United States have been ordered to cease and desist from conspiring to fix uniform delivered prices for their products. (4606)



**RETAIL RADIO ADVERTISING MUST STATE TAX SEPARATELY**

On and after Saturday, May 6th, according to an advanced release of the Office of Price Administration, the amount of the Federal excise tax must be *separately* stated in radio advertisements as well as in printed advertisements.

The instruction, termed "Amendment No. 1 to Supplementary Order No. 85—Collection by Retailers of Federal Excise Tax on Jewelry, Furs and Fur Trimmed Articles, Toilet Preparations and Certain Items of Leather Goods Imposed by the Revenue Act of 1943—effective May 6, 1944," stated:

"Retailers will not be required on and after May 6, 1944, to state separately the amount of the new 20 per cent Federal excise tax on cash register sales receipts, the Office of Price Administration provided today.

"The provision was made because cash register receipts are punched out by machine, and the OPA said that it would place an undue burden on retailers to require them to put the additional tax statement on this type of receipt. Other requirements for separate statement of the amount of the tax on sales receipts remain unchanged.

"In the same action, OPA made it clear that the amount of the tax must be separately stated in radio advertisements, as well as in printed advertisements.

"The agency also made it clear that the tax must be applied and stated by retailers on all non-alarm clocks, and not just on alarm clocks retailing for more than \$5. The original order telling retailers how to apply the new tax and listing the commodities to which it applies, included only alarm clocks retailing for more than \$5. Today's order includes all other clocks as well."

Station executives are urged to call this new order to the attention of sales managers, salesmen and continuity writers.

**STANDARD COVERAGE STUDY UNDERWAY**

The Technical Sub-Committee of the NAB Research Committee held the first of a series of meetings in New York, Thursday, April 27. The committee started its work of reviewing station coverage measurement methods which have been submitted to date.

Further proposals will be reviewed by this committee as received. Although no direct solicitation is being made, the committee is confident that those interested in the subject will direct their ideas to its attention. The committee's assignment is to review all methods available for measuring station coverage. The next meeting will be called in about three weeks.

Those attending the meeting were Roger Clipp, President WFIL, Philadelphia, Chairman; John K. Churchill, Director of Research, CBS; Edward F. Evans, Research Manager, Blue Network; Sidney Fishman, Manager of Research, MBS; Barry T. Rumble, Research Manager, NBC; Kenneth E. Greene, Assistant Research Manager,

NBC; and Paul F. Peter, Director of Research, NAB, committee secretary. Frank N. Stanton, Vice President, CBS, was unable to attend.

**AIR CORPS CASUALTIES AVAILABLE TO INDUSTRY**

The Placement and Education Branch, Personal Affairs Division of the Army Air Corps Headquarters, has asked the NAB to assist them to determine the employment possibilities in the broadcast industry for medically discharged Air Force personnel.

Captain Morgan D. Wheelock, Chief of the Placement and Education Branch, in addressing the request to NAB, stated in part:

"The flow of Air Force casualties back into civilian life is beginning to be felt. It is the wish of General Arnold that these men receive every consideration and to this end an extensive rehabilitation program is under way. In conjunction with Government agencies, we are determined to see our men all the way back to the point where they are securely established as self-respecting, self-supporting citizens.

"Believing that you will wish to have a part in this program, I am enclosing the type of questionnaire which we believe will give us the information necessary to effect an intelligent training or job analysis. The prospective employees will not all be physically handicapped, but it will help us if we know the varying degrees of disability acceptable to each employer. . . .

"Those of your members who unite with us in this effort will favor us greatly by writing us to that effect, listing their offices and principal branches, and giving us the name of their Personnel Officer."

An "Employment Questionnaire" is being sent with this issue of the NAB REPORTS. You are urged to fill it out and return it as indicated.

**TELEVISION IN SPOTLIGHT**

Following closely on the heels of the statement issued last week by Paul W. Kesten, Executive Vice President of the Columbia Broadcasting System, in which he expressed the view that the adoption of television standards should be postponed until information now presumed to be locked up as a military secret is available, Chairman James Lawrence Fly issued (Wednesday, May 3) the following statement:

"It has been my view that the highest developments of which television techniques are capable of producing should be made available to the public as soon as may be feasible, consistent with the overall economic picture.

"At the same time it would be foolhardy to lock down future television service to the pre-war levels. Wartime research has been very productive.

"The public interest is paramount. American families should be given the benefit of the many technological improvements created in the laboratories in the stress of war. There should be no bottling up of such improvements

(Continued on page 146)



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*.

## TELEVISION IN SPOTLIGHT

(Continued from page 145)

by artificial restrictions for the sake of temporary profits. And there should be no locking of doors against current research and development. Time should be taken now in doing this job rather than in debating what the engineering standards would be if the Commission were to fix them today.

"The Commission is concerned with the orderly introduction of any new standards which may be deemed desirable. This it will do in ample time to clear the way for production when production is possible.

"I assume that the FCC will not take any official action changing television standards until the Radio Technical Planning Board completes its present researches and submits its recommendations. Engineers of the Commission have been working closely with the Board and with other interested agencies.

"I have every reason to believe that the broadcasting industry, the manufacturers and the public will maintain an attitude of cooperation, patience and understanding while these problems are being thrashed out.

"It should be remembered that public discussion of television developments in war laboratories is handicapped by the lack of specific information which is a closely guarded military secret."

Through the Television Panel of the Radio Technical Planning Board, upon which NAB has representation, the technical discussions surrounding the development of television standards are being closely followed. It probably will be some weeks before any official pronouncement is made by the Board itself. As rapidly as developments take place they will be covered in the NAB REPORTS.

## F.C.C. INQUIRY ON RR USE OF RADIO

The Federal Communications Commission has ordered an investigation and public hearings to inquire into the feasibility of using radio as a safety measure and for other purposes in railroad operations. The Commission invited the Interstate Commerce Commission to cooperate in the investigation and suggested a committee of ICC commissioners be named with a committee of FCC commissioners to preside over the hearings. Date for the hearings has not yet been set.

This investigation is the outgrowth of widespread interest in radio for railroads as the result of recent accidents, notably the wreck of the Congressional Limited, September 6 and of the Tamiami Champion, December 16, 1943.

This interest was evinced in numerous inquiries to the Commission and to members of Congress and in general press comment following each major rail accident.

Senator Burton K. Wheeler, Chairman of the Senate Committee on Interstate Commerce, suggested in a letter February 19, 1944, to Chairman James Lawrence Fly that the FCC in cooperation with the Bureau of Safety of the ICC investigate the feasibility of using radio in railroads. Mr. Fly's reply, dated March 9, 1944, outlined certain possibilities warranting investigation—a radio-

operated "block system" for certain railroad lines; the use of radio in "flagging" operations; and end-to-end radio for communication between engines and rear-end cars.

Senator Harley M. Kilgore, Chairman of the Senate Subcommittee on War Mobilization, has also expressed interest in and heard testimony on the subject during recent months.

So far as is known, there is no radio system in *regular* use on any commercial railway line in the United States. Since March 21, 1944, the Commission has received applications for 22 *experimental* radio stations for use in railroad operations. The applications involve five large railway systems and three prominent radio manufacturing corporations. They are: Baltimore & Ohio and Atlantic Coast Line; Chicago, Burlington & Quincy Railroad Co.; Atchison, Topeka & Santa Fe Railroad Co.; Chicago, Rock Island and Pacific Railway Co.; the Reading Co.; Bendix Radio Division of the Bendix Aviation Corp.; Westinghouse Radio Stations, Inc.; and the Jefferson-Travis Radio Manufacturing Corporation. Experimentation has also begun on the Denver & Rio-Grande Western and perhaps other railroads.

The Commission today authorized construction permits for nine experimental radio stations to be used on the B. & O. Railroad between Baltimore and Pittsburgh and on the Burlington Railroad between Chicago, Denver and into Montana.

The applications now pending before the FCC cover two-way communications between the dispatcher and trains in motion, between trains, and between the head-end and rear-end of each train. Also contemplated is the use of "walkie-talkies" for flagmen and brakemen.

All of the above types of service involve two-way *radio* communications as distinguished from carrier-current systems which use low frequencies conducted through the rails or other metallic circuits adjacent to the right-of-way. Many tests using the latter method of communication, including those recently made by the Pennsylvania Railroad in New Jersey, have been sometimes erroneously reported as "radio" experiments.

Both the Radio Act of 1927 and the Communications Act of 1934 contemplated a development of railroad radio. The Communications Act specifically authorizes the FCC in its discretion to exclude from requirements of its regulations in whole or part any radio station upon railroad rolling stock.

The FCC points out that in planning now for the allocation of radio frequencies in the post-war period it must be informed as to the feasibility and desirability of using radio frequencies in railroad operations and to the probable future needs of the service. The greatly-expanded aviation industry and other services will be competing for frequencies in the post-war era.

A copy of the Commission's order is being sent to the Interstate Commerce Commission, the Office of Defense Transportation, the Board of War Communications, the Secretary of War, the Secretary of Navy, the Association of American Railroads, the Institute of Radio Engineers, the Radio Manufacturers Association, the Radio Technical Planning Board and the Railway Labor Executives Association.

## NAB ISSUES BULLETIN ON 5TH WAR LOAN

First bulletin to be issued on the 5th War Loan (June 12-July 7, inclusive), "War Bulletin No. 15," was put in the mails to all broadcast stations on May 3.

Under appropriate heads, beginning with "Kick Off" and ending with "Clean-up Drive," are briefed promotions that delivered during the 4th War Loan. For details of promotions, copy suggests that readers contact appropriate station managers.

## Sales Bulletin Coming Soon

The second 5th War Loan Bulletin, on sales, is in preparation.

### KFI POINTS UP FIGHT ON VENEREAL DISEASES

In a letter to NAB from W. B. Ryan, KFI, station activity in the nationwide fight on venereal disease is described as a public responsibility.

Tear sheet of a KFI trade paper advertisement accompanying the letter features a "stopper" headline: "A million people heard the word SYPHILIS—and liked it!"

Ryan's letter states:

"Though the Mid-Victorian attitude of "hush hush" about Syphilis has no place in the world today, it still takes a stout heart and a powerful conviction to put 50,000 watts of broadcasting power behind a series of dramatizations based on venereal diseases!

"This stands as a two-fisted challenge to Radio to perform an urgent war-time service.

"We of KFI decided to meet this challenge by creating and broadcasting a weekly dramatic program entitled "THE UNSEEN ENEMY." The programs approach the subject forcefully . . . honestly. They ask public cooperation in the control of Syphilis by naming it what it really is—a public responsibility.

"We regard such public service programming as our obligation as licensees of a major broadcasting station in a community of over three million people. It is our privilege to be able to use our own initiative, our own talent, in rendering this service. At the same time, it is our promotional opportunity, because such programming unites the station and its listeners in a local bond of local interests and local responsibilities.

"Your interest in good radio and in worthwhile community service prompts us to call to your attention what we, like scores of other major broadcasting stations, are doing to preserve and promote the American system of broadcasting."

### STATEMENT TO THE ADVISORY COMMITTEE ON PUBLIC EDUCATION FOR THE PREVENTION OF VENEREAL DISEASES, U. S. PUBLIC HEALTH SERVICE

Washington, D. C., April 27, 1944

(Delivered by Willard D. Egolf, NAB Assistant to the President)

"The need for public education on the subject of venereal disease is a challenge to radio, as an instrument of mass communication.

"In considering the use of radio, however, we must be careful to appraise it properly. After studying the agenda for today's meeting, I decided that it would be more important to define the medium of radio than to discuss the logic of its use for programs dealing with venereal disease, and whether or not they should include a discussion of sex promiscuity as a major causative factor. As to sex promiscuity, radio is already striking hard blows against it through programs dealing with juvenile delinquency. The same technique could be transferred to programs combating venereal disease.

"But all will fail if we do not understand how to approach radio. The background information accompanying today's agenda speaks with considerable meaning of the "national radio networks." This would lead me to believe that the paper presented by the Chief of the NAB News Bureau last June at the New Jersey Federal-State War Conference on Social Protection has been forgotten or ignored. I should like to re-file that paper here today, with your permission, simply to show that the fundamental approach to radio has not changed. Also I should like to file with you a copy of my remarks before the Health Conference of the New York Academy of Medicine last December.

"In these two papers you will find that the discretion as to the use of program material dealing with venereal dis-

ease or any other subject rests solely with stations managers. National radio networks cannot, and do not wish to be placed in the position where they are believed to, control station programming. The finest program that a network could prepare on the subject of venereal disease might not reach the air over more than a handful of stations if the managers of the remaining stations felt that the subject was not appropriate or tasteful for their local audiences.

"The Communications Act under which broadcasters are licensed to operate a radio station places the responsibility for proper program selection entirely on the licensee, who is the broadcaster. Therefore, I urge careful study of the material which I am filing with you, wherein you will find that radio stations must be approached one at a time, in their own communities, against the background of local public feeling. Consulted in this manner by the proper authorities, I predict that you will find the broadcasters of this country willing to devote every energy to the solution of this public health problem."

### "AMERICA'S SECRET WEAPON" FILM AVAILABLE TO STATIONS

"America's Secret Weapon," the sound slide film produced jointly by the Advertising Federation of America and the Committee for Economic Development, is now being booked by A.F.A. affiliated ad clubs throughout the country.

For cities and towns where there are no organized ad clubs affiliated with A.F.A., or where special showings are desired, radio stations may obtain the film and sound record for only \$6.50. Address the Committee for Economic Development, 285 Madison Avenue, New York 17, N. Y., for details, particularly the name of your local C.E.D. Community Chairman, who will give you cooperation in your showings.

"America's Secret Weapon" tells the part advertising can play in attaining and maintaining high levels of production and employment in the postwar period. It should be of interest to everyone concerned with the vital problem of post-war employment. Nature of the production makes it most adaptable to slide-film presentation.

The film is a standard sound slide, requiring a single frame 35 mm. projector, and for the sound record, a turntable of 33-1/3 rpm. It is slightly less than 30 minutes in length. Introductory and closing remarks by a qualified local speaker, which would add materially to the interest and value of the program, should not extend the time beyond 40 minutes.

### WOWO's "Proudly We Hail"

WOWO's "Proudly We Hail," written and produced by the staff, is a five times weekly quarter-hour that is doing an outstanding job in furthering the war effort.

The program developed from an all-day promotion which the Fort Wayne station broadcast July 4, 1943, when the entire day was dedicated to local war heroes. Dramatized stories of events in the lives of these local heroes were used as background for war bond plugs. Mothers with the most sons in the service were heard throughout the day. The dramatic climax was reached in the final half-hour of the broadcasting day.

This was the dramatized life story of Captain Richard Miller of Fort Wayne. He was one of the bombardiers participating in General Doolittle's Tokyo raid.

As now broadcast the program is a one-man dramatization, utilizing voice, incidental music, sound effects and localized versions of war effort promotion.

All of the five weekly quarter-hours are sponsored by various war essential industries. The commercial is limited to sponsor mention and institutional copy. WOWO and the sponsors have received many unusual and appreciative letters.

J. W. Hussy of the Department of Justice, who heard the program in Washington, wrote for copies of one broadcast.

Sgt. Major Barnes of Canada commented that he listened every night.

The Home Telephone Company of Fort Wayne wrote: "This is to thank you, for the fine salute and tribute to telephone operators on your 'Proudly We Hail' program over WOWO. We, of course, feel that telephone operators are making, in a quiet way, a most important contribution to the war effort."

National Franklin Institute of Philadelphia wrote regarding a Franklin program: "You have selected the very subjects which are uppermost in our consciousness today and have made Franklin speak authoritatively on these subjects. Our committee believes that this broadcast was a considerable contribution to the morale of our home front."

The sheriff of Allen County, Indiana, wrote: "Your localization of the war effort and the human interest injected in your programs 'Proudly We Hail' has done much to aid in putting over many of our drives, and, in general, I believe is one of the most powerful forces in influencing the home front we have so far come in contact with."

*NAB REPORTS solicites accounts of similar programs.*

## Federal Communications Commission Docket

### HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, May 8. They are subject to change.

#### Wednesday, May 10

Consolidated Hearing

KOMA—KOMA, Inc., Oklahoma City, Okla.—C. P., 690 kc., 500 watts night, 5 KW day, unlimited. (Request facilities of KGGF.)

KOMA—KOMA, Inc., Oklahoma City, Okla.—Renewal of license, 1520 kc., 5 KW, unlimited.

KGGF—Hugh J. Powell, Coffeyville, Kansas.—C. P., 690 kc., 1 KW (DA day and night), unlimited.

KGGF—Hugh J. Powell, Coffeyville, Kansas.—Renewal of license, 690 kc., 500 watts night, 1 KW LS, unlimited.

#### Friday, May 12

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

## Federal Communications Commission Action

### APPLICATIONS GRANTED

KGHF—Curtis P. Ritchie, Pueblo, Colo.—Granted petition to reinstate and grant application for construction permit (B5-P-3414) for to increase day power from 500 watts to 1 KW, and make changes in transmitter, subject to Commission's policy of January 26.

WHOP—Paducah Broadcasting Co., Inc. (Assignor), Hopkinsville Broadcasting Co., Inc. (Assignee), Hopkinsville, Ky.—Granted consent to voluntary assignment of license of sta-

tion WHOP, from Paducah Broadcasting Co., Inc., to Hopkinsville Broadcasting Co., Inc. The assignee, a 66% subsidiary corporation of the Paducah Broadcasting Co., Inc., will buy all of the station's property of any kind and description including cash on hand and accounts receivable for a consideration of 49 shares (65.3%) of assignee's stock and \$1500 (B2-AL-404).

WSO—Paducah Broadcasting Co., Inc. (Assignor), Henderson Broadcasting Co., Inc. (Assignee), Henderson, Ky.—Granted consent to voluntary assignment of license for station WSO from Paducah Broadcasting Co., Inc., to Henderson Broadcasting Co., Inc., assignor will transfer all the station's property, including cash on hand and accounts receivable, to assignee in consideration for 44 shares (59%) of assignee's stock and a promissory note in the amount of \$8,251.31. The remaining 31 shares, minority stock, is to be issued to individual members of the station's staff (B2-AL-405).

KEVE—Cascade Broadcasting Co., Everett, Wash.—Granted request to change call letters of station from KEVE to KTYW.

W2XWV—Allen B. DuMont Labs., Inc., New York City.—Granted construction permit to change experimental station to commercial operation to operate on Channel #4, 78000-84000 kc., to be located at 515 Madison Ave., New York, and to make changes in antenna system; to use call letters WABD (B1-PCT-21). Also granted license to cover same (B1-LCT-7).

KSJB—Jamestown Broadcasting Co., Inc., Jamestown, N. Dak.—Granted oral argument on application for modification of license to be held May 24, 1944; briefs to be filed on or before May 22.

### DESIGNATED FOR HEARING

WSAP—Portsmouth Radio Corp., Portsmouth, Va.—Designated for hearing application for construction permit to change frequency from 1490 to 1240 kc. (B2-P-3575).

### MISCELLANEOUS

KPLT—North Texas Broadcasting Co., Paris, Texas.—Granted authority to determine operating power by direct measurement of antenna power (B3-Z-1589).

KGGF—Hugh J. Powell, Coffeyville, Kans.—Granted modification of construction permit for extension of completion date to 7-22-44, on condition it is subject to whatever action may be taken upon pending application for renewal of license (B4-MP-1742).

WEJC—National Broadcasting Co., Inc., Washington, D. C.—Granted construction permit to move relay transmitter from Trans Lux Bldg., to 11th and Penna. Ave., N. W., Washington, D. C. (B1-PRE-440).

KFFB—Blue Network Co., Inc., area of San Francisco.—Granted modification of relay station license to change equipment to conform with equipment licensed to NBC as relay station KEJK (B5-MLRE-116).

KFGY—Blue Network Co., Inc., area of San Francisco.—Granted modification of license to change equipment and reduce power from 100 to 75 watts, to conform with equipment licensed to NBC as relay station KNBC (B5-MLRY-52).

WTAG-FM—Worcester Telegram Publishing Co., Inc., Worcester, Mass.—Granted license (B1-LH-46) to cover construction permit for new FM broadcast station; frequency 46100 kc., unlimited time; studio location: 16 Franklin St., Worcester; transmitter location: Shrewsbury St., Holden, Mass.

The following applications for new high frequency (FM) stations, were placed in the pending file in accordance with Commission's policy of February 23, 1943:

Josh Higgins Broadcasting Co., Waterloo, Ia.; The Broadcasting Corp. of America, Riverside, Calif.; The Brockway Co., Watertown, N. Y.; Record-Herald Co., Wausau, Wis.; The Peninsula Broadcasting Co., Salisbury, Md.; Capital Broadcasting Co., Washington, D. C.; Herman Radner, Dearborn, Mich.; Rhea Howard, Wichita Falls, Texas; Broadcasters Oregon, Ltd., Portland, Ore.; Louis Wasmer, Inc., Spokane, Wash.; E. F. Pepper, Stockton, Calif.; American Broadcasting Corp., Lexington, Ky.

W8XCT—The Crosley Corp., Cincinnati, Ohio.—Granted modification of experimental television construction permit authorizing extension of completion date from 4-28-44 to 10-26-44 (B2-MPVE-111).

The following applications for construction permits for commercial television stations were placed in the pending file in accordance with Commission policy of February 23, 1943:

The Broadcasting Corp. of America, Riverside, Calif.; The Tower Realty Co., Baltimore, Md.; Bamberger Broadcasting Service, Inc., Philadelphia, Pa.; Bamberger Broadcasting Service, Inc., Washington, D. C.

KGGF—Hugh J. Powell, Coffeyville, Kans.—Granted motion for order to take depositions in re application for renewal of licenses and for construction permits.

KTBI—Tacoma Broadcasters, Inc., Tacoma, Wash.—Granted request to dismiss without prejudice application for construction permit (B5-P-3560).

WABI—Community Broadcasting Service, Bangor, Maine.—Granted motion for waiver of Rule 1.382 (b), and appearance in the matter accepted, in re application for modification of construction permit and renewal of license.

KFEQ—KFEQ, Inc., St. Joseph, Mo.—Granted petition to intervene in the hearing on applications of KOMA for construction permit (requesting facilities of KGGF) and for renewal of license.

KFEQ—KFEQ, Inc., St. Joseph, Mo.—Granted petition to intervene in the hearing on application of KGGF for construction permit (B4-2883) and for renewal of license (B4-R-710).

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—The Commission on its own motion continued until June 12 the hearing now scheduled for May 12 in re application for renewal of license of WNBZ.

## APPLICATIONS FILED AT FCC

### 680 Kilocycles

KABC—The Alamo Broadcasting Co., Inc., San Antonio, Texas.—Construction permit to change frequency from 1450 kc. to 680 kc., increase power from 250 watts to 10 KW night, 50 KW daytime, install new transmitter, directional antenna for night use and change transmitter location.

### 740 Kilocycles

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Construction permit to install a new ground system.

### 750 Kilocycles

WHEB—WHEB, Inc., Portsmouth, N. H.—Construction permit to increase hours of operation from limited to unlimited time and install directional antenna for night use.

### 910 Kilocycles

WRNL—Richmond Radio Corp., Richmond, Va.—Transfer of control of licensee corporation from John Stewart Bryan, Douglas S. Freeman and D. Tennant Bryan to Richmond Newspapers, Inc., 500 shares common stock.

### 1030 Kilocycles

NEW—Queen City Broadcasting Co., Inc., Boise, Idaho.—Construction permit for a new standard broadcast station to be operated on 1030 kc., 1 KW power and unlimited hours of operation.

### 1100 Kilocycles

KJBS—Julius Brunton & Sons, Co., San Francisco, Calif.—Transfer of control of licensee corporation from Mott Q. Brunton, Sberwood B. Brunton, Ralph R. Brunton and Mary Brunton to KJBS Broadcasters, a partnership consisting of Wm. B. Dolph, H. D. Pettey, E. N. Bingham, D. W. Clark, H. S. Mark, G. G. Dolph, E. P. Franklin and A. H. Lewis.

### 1240 Kilocycles

WOCB—E. Anthony & Sons, Inc., near Hyannis, Mass.—License to cover construction permit (B1-P-3561) which authorized construction of a new standard broadcast station.

WOCB—E. Anthony & Sons, Inc., near Hyannis, Mass.—Authority to determine operating power by direct measurement of antenna power.

WNLC—Thames Broadcasting Corp., New London, Conn.—Construction permit to change frequency from 1490 kc. to 1240 kc.

### 1350 Kilocycles

KID—KID Broadcasting Co., Idaho Falls, Idaho.—Transfer of control of licensee corporation from Jack W. Duckworth to Walter Bauchman, H. F. Laub and L. A. Herdti, 250 shares common stock, 100%.

### 1400 Kilocycles

KDNT—Harwell V. Shepard, Denton, Texas.—Modification of license to change frequency from 1450 kc. to 1400 kc. Amended: to request construction permit for equipment changes and increase in power from 100 watts to 250 watts on present licensed frequency of 1450 kc., omit request for change in frequency.

### 1450 Kilocycles

NEW—Midstate Radio Corp., Utica, N. Y.—Construction permit for a new standard broadcast station to be operated on 1450 kc., 250 watts power and unlimited hours of operation. Amended: re change in transmitting equipment.

### 1460 Kilocycles

KEVE—Cascade Broadcasting Co., Inc., Yakima, Wash.—Modification of construction permit (B5-P-3559) for antenna changes and change in proposed transmitter and studio sites.

## FM APPLICATIONS

NEW—The Crosley Corp., Cincinnati, Ohio.—Construction permit for a new high frequency broadcast station (FM) to be operated on 45500 kc. with coverage of 13,700 square miles.

NEW—Summit Radio Corp., Akron, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46500 kc.

NEW—E. F. Pepper, Stockton, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45900 kc. with coverage of 19,696 square miles.

NEW—A. A. Schechter, Providence, R. I.—Construction permit for a new high frequency (FM) broadcast station.

## TELEVISION APPLICATIONS

NEW—Michael Alfend, Truman L. Brown, Samuel I. Berger and Sidney J. Heiman, d/b as ALFCO Co., St. Louis, Mo.—Construction permit for a new commercial television broadcast station to be operated on Channel #4 (78000-84000 kc.).

NEW—The Tower Realty Co., Baltimore, Md.—Construction permit for a new commercial television broadcast station to be operated on Channel #4 (78000-84000 kc.).

## MISCELLANEOUS APPLICATION

NEW—Western Michigan College of Education, Kalamazoo, Mich.—Construction permit for a new non-commercial educational broadcast station to be operated on 42500 kc., power of 1 KW and special emission.

# Federal Trade Commission Docket

## COMPLAINT

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

**Stevenson, Jordan & Harrison, et al.**—Six manufacturers of porcelain enamel in its raw state are charged in a complaint with conspiring to prevent price competition and to monopolize the production and sale of their products, in violation of the Federal

Trade Commission Act. The business engineering firm of Stevenson, Jordon & Harrison, 19 West 44th Street, New York, which specializes in the management of trade associations, and its director Harry L. Moody, participated in the conspiracy, the complaint alleges. (5155)

## STIPULATIONS

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

**Jim Drew's Hatchery & Poultry Farm**, Dallas, Texas, selling and distributing chicks, has stipulated to cease and desist from use of the statement "R.O.P. Males Heading Our Finest Pens," or representing that any cockerels or males in the flocks producing chicks sold by him are U.S.R.O.P. males until such males fully comply with the requirements provided by the National Poultry Improvement Plan; and from use of any statement or representation conveying the belief that his hatchery is a U. S. approved hatchery, that he is a U.S.R.O.P. poultry dealer, or that chicks sold by him are produced in U. S. approved hatcheries. (3828)

**Goldwasser & Friedner**, 1441 Broadway, New York, selling and distributing textile fabrics, have stipulated to cease and desist from use of the term "Jerrissettes," either alone or in connection with the word "Printed," as a designation for or as descriptive of fabrics other than jersey fabrics; and from use of such term or other term or words simulating the word "Jersey" in any manner so as to imply that the fabrics are jersey fabrics. (3830)

**Howard Inches Products, Inc.**, also trading as Inches Laboratories, and Assisto Foods, Chalfont, Pa., selling a cosmetic variously known as "Howard Inches Nite Caps," "Nite Caps Cream" or "Nite Caps," and a food known as "Papaya Preparation," has stipulated to cease representing that the preparation designated "Howard Inches Nite Caps" whether sold under that or any other name is of any value in the treatment of acne or other skin ailments; that it cleanses the skin pores of dirt or other foreign substance, does not make the skin greasy, relieves pain incident to any type of burn, produces an exfoliation of the skin, enhances the appearance of a user's complexion after one or more applications, is not a cosmetic, or that it contains nutritional factors favorable to proper care of the skin. (03213)

**Simmons Company, et al.**—A stipulation to cease and desist from certain misrepresentations in the sale of mattress ticking has been entered into by the Simmons Company, 230 Park Ave., New York, Rosemary Manufacturing Co., and Roanoke Mills Co., both subsidiaries of the Simmons Company located at Roanoke Rapids, N. C. The respondents agree to cease and desist representing or placing in the hands of others the means to represent that bed tickings treated with the process designated "Antisep-Tick" are thereby rendered safe or non-toxic to the extent that one's health or rest is guarded or secured against all types of disease germs or against the possibility of skin irritation; that such treatment is capable of retarding the growth of all types of harmful bacteria, in the presence of moisture or otherwise; that the chemicals in the process may be depended upon to eliminate perspiration or body odors from the mattress or that under such conditions of use the tickings will not retain offensive body and perspiration odors. (3829)

## CEASE AND DESIST ORDERS

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

**Acme Asbestos Covering & Flooring Co., et al.**—An order has been issued prohibiting price-fixing and other restraint-of-trade practices by 19 manufacturers and converters of asbestos insulating materials who were found to be engaging in a combination and conspiracy to suppress price competition in the sale of their products. (4613)

**American Assn. of Law Book Publishers**—Twenty-seven publishing houses and the trade association of which they formerly were members, the American Association of Law Book Publishers, have been ordered to cease and desist from entering into or continuing any combination or conspiracy to fix prices for law books

and other legal publications the respondent publishers sell in interstate commerce. The association was organized in 1923 and had its headquarters in Rochester, N. Y., until it was dissolved by the members in September 1940. (4526)

**American Chemical Co.**, 229 Bradberry St., S. W., Atlanta, Ga., has been ordered to cease and desist from misrepresentation of a so-called anti-freeze preparation manufactured and distributed by it. (4956)

**D. E. Hamiel**, formerly trading under the name All-Winter Anti-Freeze Company, 329 East Long St., Columbus, Ohio, has been ordered to cease and desist from misrepresentation of a so-called anti-freeze solution designated "All-Winter Anti-Freeze" and "Chem-A-Cool," recommended for use in the cooling systems of automobiles. (5016)

**International Research**—An order to cease and desist from misrepresentation in the sale of mailing cards and questionnaire forms used in obtaining information concerning delinquent debtors has been issued against Edward Lowenthal, trading as International Research and as Bureau of Industrial Allocation, 188 West Randolph Street, Chicago, and against Sidney Dean Sarff and H. J. Whittington, 1420 New York Avenue, N. W., Washington, D. C. (4832)

**Irvings**—Dismissal of the complaint has been ordered brought against Irving M. Fogel, Ruth Fogel, Albert J. Fogel and Jean C. Fogel, trading as Irving's, 10th and E Sts., N. W., Washington, D. C. The complaint alleged that the respondents in newspaper advertisements circulated in the city of Washington had misrepresented the materials of which certain garments sold by them were manufactured. (5057)

**J. P. Leonard Company**, R. L. Jacoby, and Liberty Sales System, Inc., all located at 111 North Canal Street, Chicago, have been ordered to cease and desist from supplying to or placing in the hands of others sales plans or devices which are to be used or may be used in the sale of merchandise to the public by means of a game of chance, gift enterprise or lottery scheme, or selling or otherwise disposing of merchandise in the same manner. (4949)

**Preferred Havana Tobacco Co.**, with its principal office at 257 Fourth Ave., New York, and a factory in Tampa, Fla., has been ordered to cease and desist from falsely representing that the cigars it manufactures in its Florida factory are made in Cuba and imported into the United States. The respondent also trades under the names Bustillo Bros. & Diaz, Inc., Calixto Lopez & Company, Lopez Hermanos, and Bances y Lopez. (4983)

**Washington Institute**, 1230 Vance Building, Seattle, selling courses of study and instruction intended for preparing students for examinations for certain Civil Service positions through correspondence courses, and its officials, agents and representatives have been ordered to cease and desist from false representations in connection with its business and use of the word "Institute" as a part of its trade name. (4890)

## Table of Contents

January — April

### BROADCAST ADVERTISING

Audience Measurement .....	103
Avery Speaks at National Men's Wear Ass'n Convention .....	17
Avery Speaks at NRDGA Annual Convention...	8
Department Stores Use Radio .....	56
KMBC Adopts New Station Advertising Theme	141
NRDGA Promotion Clinic .....	91-96
PER-Inquiry—Allen Miller Production .....	120
Per-Inquiry—Pitluk Advertising Co. ....	11

Retail Promotion Plan Continues to Receive Radio-Retailer Acclaim .....	120	Jack Hopkins, WJAX, Continues as President of the Florida Ass'n of Broadcasters .....	121
Retail Promotion Plan Results .....	16	National Ass'n of Evangelicals Questionnaire .....	11
Sales Managers Ex. and Research Committees Meet in Cincinnati .....	96	National Music Week .....	141
Sales Managers Hear "What Radio Buyers Want to Know" .....	40	National Thrift Week .....	11
Sales Managers Meetings .....	1-16-96	New Award Is Created for Radio Contribution to Cause of Democracy .....	139
Station Coverage Prime Research Objective .....	109	No Attempts to Influence News by Advertisers .....	56
<b>DEFENSE</b>		No More "Disclaimers" .....	118
Advertisers War Effort Contribution .....	96	"On The Air" Will Show Anywhere .....	105
Armed Forces Radio Service Thanks NAB for Personnel Information .....	71	Oregon-Washington Broadcasters Meet .....	96-104
Paper Rationing Affects You .....	11	Peabody Award Winners .....	135
Stations War Effort Broadcasts .....	111	Program Log Information Wanted .....	110
Voluntary Censorship Tightened .....	24	Proposed Sale of WBT .....	33
WROK Sponsors Showing of War Film .....	85	Radio Does a Job .....	77
<b>ENGINEERING</b>		Radio Largest Source of War News, Survey Shows .....	141
Crystals Now Available .....	89	Railroads Test Radio Train Communication .....	121
District Engineering Committee .....	10	Send Military Addresses to NAB .....	83-85-137
Fixed Condensers Available .....	110	Stations Study Public Likes and Dislikes .....	56
FM Broadcasters Meet .....	25	Trammell Extols Radio and Press .....	4
FM vs. AM Television Sound .....	64	WLS Has 20th Birthday .....	111
Industrial Sound Equipment .....	110	Women Staff New NBC Show .....	91
Joyce Forcasts Television at NRDGA Promotion Clinic .....	96	WOW Begins 22nd Year .....	111
NAB Develops Training Technique for Women Studio Operators .....	83	WRVA Announcements Recover Sailor's Bag .....	70
NAB Operator Training .....	56-71	<b>GOVERNMENT</b>	
NAB Technician Pool .....	110	Crystals Now Available .....	89
Television Meeting .....	32	D. Thomas Curtin WMC Radio Chief .....	104
Television Stations Listed .....	32	FTC Report on Radio .....	12
Two NAB Staff Directors Address IRE Convention .....	26	Fetzer Replaces Ryan at Censorship .....	69
<b>FEDERAL COMMUNICATION COMMISSION</b>		George P. Ludlam Succeeds Philip H. Coden at OWI .....	120
Adair New Chief Engineer .....	58	Internal Revenue—Talent Tax Status .....	63
Appropriations .....	24-33-92	More Treasury ETs for Sponsorship .....	31-57
Chairman Fly Speaks at FMBI Meeting .....	23	Navy Dept. Compliments NAB .....	41
Committee Appoints John J. Sirica as General Counsel .....	104	OWI Needs Overseas Personnel .....	64
Data Re 100-Watt Standard Broadcast Stations .....	140	OWI Overseas Recruiting Continues .....	122
Identification Break Waived .....	25	Policy on C. P.'s Clarified .....	23
Inspection of Records, Order No. 118 .....	18	Voluntary Censorship Tightened .....	24
Jett Nominated to Commission .....	7-58	War Dept. Recognizes NAB Activity .....	31
Jorgensen Joins Navy .....	92	WMC Continues Broadcasting in Essential Category .....	70
NAB Files Brief on FCC Order 118 Amending Rule 1.5 .....	51	WMC Manpower Budget Plan .....	83
New Multiple Ownership Order .....	31	<b>LABOR</b>	
Newspaper Case Closed .....	7	Commission Employees—New Policy .....	2
Number of Stations—914 .....	42	William Green, AFL Prexy, Says WJJD Strike Unauthorized .....	118
Number of Stations—918 .....	113	Pancake Turners .....	52
Policy on C. P.'s Clarified .....	23	Wage and Hour (Talent Fees) .....	15
Proposed Network Recording Rule .....	31	WCOV Wins Arbitration Award .....	102
Revises Multiple Ownership Compliance Procedure .....	101	WMAL Case .....	136
Transfer of Control Regulation .....	12	WMC Appeals Procedure Modified .....	53
W. Ervin James, Aide to Navy .....	105	<b>LEGISLATION</b>	
<b>GENERAL</b>		Brown & Rankin File Bills Affecting Radio .....	65
Advertising Federation Calls Off Its Annual Convention .....	122	Brown Bill H. R. 431—Study and Investigation of News Released to Armed Forces .....	65
Broadcast Pleas Reduce Army Depot Absenteeism .....	4	Clark Committee Hears Inter-Lochen Ban Story .....	89
Canadian Ass'n of Broadcasters Convention .....	61	International Communications Investigation .....	83
College Degrees in "Radio Journalism" Seen by NAB Radio News Committee .....	26	NAB Committee Meets with Chairman Wheeler .....	70-83
Committee Studies College Radio Courses .....	32	NAB Revises Legislative Recommendations .....	24
Educators Request More Channels .....	32	Rankin Bill H. R. 4151—Libel and Slander .....	65
Honorable Chan Gurney on Free Speech .....	103	<b>MUSIC</b>	
Identification Break Waived .....	25	Broadcasters Want Stronger BMI .....	62
Imported U. S. Radios and Domestic Production Maintain Listening in Britain .....	19-57	Clark Committee Hears Inter-Lochen Ban Story .....	89
Industry Thanked by Infantile Paralysis Foundation .....	55-65	Commodore Records .....	53
Information Wanted on Infringement of a Radio Idea .....	89	Haverlin Leaves BMI—Joins MDS .....	89
Information Wanted on "Rape of Radio" Book Cover .....	19	Harold Ryan Elected President of BMI .....	118
Inquiry on Power Rates .....	110	NAB Music Committee Confers with ASCAP .....	139
		WLB to Consider Petrillo Matter .....	95
		WPB Cites A. F. of M. Officers .....	135
		<b>NATIONAL ASSOCIATION OF BROADCASTERS</b>	
		1944 MEMBERSHIP CERTIFICATES .....	105
		Annual Convention .....	31
		Ass'n of Women Directors Stage Big Event .....	57
		Audience Measurement Bureau Committee Meets .....	31
		Avery's Talk Before NRDGA Convention .....	8

Board Meetings	15-136	Stations Ask for War Bond ETs	19
Brief Filed on FCC Order 118 Amending Rule 1.5	51	Stations Favor Continuance Bond Campaign	18
Broadcasters Discuss Essential Character of Radio	79	WAVE Sells in 4th War Loan Drive	70
Canadian Ass'n of Broadcasters Convention	61	WBZ Warcasts Increase Production, Raise Morale	111
Code, Controversial Issues	77	WGAR and WJR Survey 75 Stations	56
Convention Site and Program Committee Meet	9	WGAR's Library Promotion	32
District 2	78	WJR Brochure—"Victory F.O.B."	110
District 3	79	WRVA Careless Talk Slogan Contest	90
District 6	69	WTIC's Unique Wartime Program	141
District 8	39		
District 10	39	<b>PUBLIC RELATIONS</b>	
District 12	63	American Home Campaign Contest	85
District 13	62	Egolf Addresses Radio Council of Greater Cleveland	26
District 14	41-53	Fifteenth Institute for Education by Radio	123
District 15	104	KTSM Booklet on El Paso Radio Forum	85
District 16	54	Lewis, Dorothy Schedule Southern Tour	85
District 13 Broadcasters Want Even Stronger BMI	62	Meetings	1-25
District Engineering Committee	10	NAB Ass'n of Women Directors Stage Big Event	57
District Meeting Resolutions	39	Radio Councils Activities	19-26
District Meetings Schedule	1-15-25	Results of AWD General Survey of Women's Programs	122
John E. Fetzer—8th District Director	39	Rochester Hospital Council Broadcasts	91
Finance Committee Meet—January 10	9	"Tell Us About Radio"—WGAR	90
John J. Gillin—10th District Director	39		
Kolin Hager—Director of District 2	78	<b>RADIO TECHNICAL PLANNING BOARD</b>	
Legislative Committee Meets with Chairman Wheeler	70-83	Panel # 5 Changes	56
Music Committee Confers with ASCAP	139	Panel # 3 Meeting	55
Navy Department Compliments NAB	41	Panel # 4 Meeting	2
News Sub-Committee Meets	18	Panel # 6 Meeting	64
Operator Training	56-71	FM and Television Panel Meetings	119
Program Managers Executive Committee Meet	10		
Public Relations Meetings	1-25	<b>RESEARCH</b>	
Radio News Committee	26	Data Re 200 to 500-Watt Stations	121
Radio News Committee Work Gets Further Cooperation	121	Population Shifts	65
Revised Legislative Recommendations	24	Radio Families—January 1, 1944	17
Ryan New President	29	Research and Sales Managers Ex. Committees Meet in Cincinnati	96
Ryan Expresses Faith in Broadcasting's Future	117	Station Coverage Prime Research Objective	109
Ryan Now Active as NAB President	118		
William B. Ryan—16th District Director	54	<b>SELECTIVE SERVICE</b>	
Sales Managers Hear "What Radio Buyers Want to Know"	40	Communications Common Carriers Denied Deferments	109
Sales Managers Meetings	1-16	New Developments	95
Salt Lake City Broadcasters Meet with Egolf and Avery	54	WMC Continues Broadcasting in Essential Category	70
War Dept. Recognizes NAB Activity	31		
William B. Way Re-elected 12th District Director	63	<b>TAXATION</b>	
Hoyt B. Wooten—6th District Director	69	Talent Tax Status	63
Ed Yocum 14th District Director	41-53		
		<b>TUBES</b>	
<b>PROMOTION</b>		Views on Production Differ	2
Fourth War Loan	11-71		
Broadcasting in the 4th War Loan	109	<b>SPECIAL BULLETINS</b>	
Bond Booths on Docks	11	A. F. of M.	#24-#25
Design Technique Versus Service Requirements—Irvin W. Stanton	45	The Beam	Vol. 2, #1-#2
Kansas City Goes in for Kid Shows	42	<b>BROADCAST ADVERTISING</b>	#9
KMBC Issues Service Brochure	105	<b>INFORMATION</b>	#17
KXOK Has New Type Public Forum Broadcast	121	<b>LEGISLATIVE</b>	Vol. 12, #1-#8
KXOK's "Jobs for Heroes" Gets Results	84	<b>SELECTIVE SERVICE</b>	#17-#21
KRNT and KSO Launch "Food for Freedom Fair"	105	<b>SWAP BULLETIN</b>	#46-#49
More Treasury ETs for Sponsorship	31		
Post-War Radio Service	45		
Radio in Service of Home and Nation—Arthur Stringer	48		

# Employment Questionnaire

Date.....

Type of Work:.....  
.....

Name of Company: .....

No..... Street..... City..... State.....

Employment Officer: .....  
(First) (Middle Initial) (Last)

Branch Offices in Other Cities: .....

Salary Range..... While Training..... Starting Work.....

Restrictions: AGE..... EXPERIENCE .....

Local Housing Conditions..... Good Transportation.....  
Yes or No

Training Available: .....

Free.....  
Yes or No

Education Required: Common School ( ) High School ( ) College ( ) Professional ( )

Average Number of Employees..... Men..... Women.....

OVER

# Faculties Required

VISION: ..... Without glasses ..... Color Vision ..... Distant .....  
Yes or No Yes or No Yes or No Yes or No

Near ..... Depth Perception .....  
Yes or No Yes or No

EXTREMITIES: Both Hands ..... One Hand ..... Both Arms .....  
Yes or No Yes or No Yes or No

One Arm ..... Both Legs ..... One Leg .....  
Yes or No Yes or No Yes or No

JOINTS: Free motion of Elbow, Wrist and Fingers ..... Knees .....  
Yes or No Yes or No

Free motion of Shoulders and Hips .....  
Yes or No

BLOOD PRESSURE: Normal ..... LUNGS: Arrested Tuberculosis acceptable .....  
Yes or No Yes or No

HEIGHT AND WEIGHT: Describe any Restrictions .....

HEARING: Acute ..... Partial Defect in one ear ..... Both .....  
Yes or No Yes or No Yes or No

Total Deafness .....  
Yes or No

Would Facial Disfigurement be a bar to employment? .....  
Yes or No

REMARKS or listing of Branch Offices: .....

RETURN TO: Personal Affairs Division  
AC/AS, Personnel  
Headquarters, AAF  
Room 703, Maritime Building  
1818 H Street, N. W.  
Washington 25, D. C.

## NAB BOARD MEETS

The NAB Board of Directors held a three-day session in Washington on Monday, Tuesday and Wednesday of this week. This was the first meeting under the presidency of Harold Ryan, who presided. All of the members of the Board excepting Roy Thompson, who was absent because of illness, and James D. Shouse and James W. Woodruff, Jr., who were prevented on account of pressing business matters from attending, were present.

### Membership

Nineteen stations, whose applications for membership have been received in the interim since the Board last met in February, were formally approved for active membership. Four associate members were likewise approved. The list follows: KCMC, Texarkana, Texas; KFPY, Spokane, Washington; KFDA, Amarillo, Texas; KGKL, San Angelo, Texas; KMYR, Denver, Colorado; KOTN, Pine Bluff, Arkansas; KSWO, Lawton, Oklahoma; KVNU, Logan, Utah; KWTO, Springfield, Missouri; WBBZ, Ponca City, Oklahoma; WELO, Tupelo, Mississippi; WIND, Gary, Indiana; WKNE, Keene, New Hampshire; WMBO, Auburn, New York; WMIS, Natchez, Mississippi; WMOH, Hamilton, Ohio; WQBC, Vicksburg, Mississippi; WROX, Clarksdale, Mississippi; and WSLI, Jackson, Mississippi. (Associate)—Freeland & Olschner Products, Inc., New Orleans, Louisiana; The Katz Agency, Inc., New York, N. Y.; Keystone Broadcasting System, Inc., New York, N. Y.; and Spot Sales, Inc., New York, N. Y.

A full report of the recent District meetings was given which disclosed that representatives of 231 member and 28 non-member stations attended these sessions.

President Ryan submitted a comprehensive statement embodying his views of the internal affairs of NAB as based upon his observations since he assumed the presidency. A discussion of various NAB activities was had and upon Mr. Ryan's recommendation the Department of Public Relations was restored and Willard Egolf was named Director thereof, instead of Assistant to the President.

The subjects of audience measurement and station coverage were reviewed on the basis of reports submitted by the Special Audience Measurement Committee. A resolution was adopted commending the Audience Measurement Bureau Committee and referring its report to the Research Committee for study with the view to the submission to the Board at an early date of a detailed report with possible recommendations for the formation of a Bureau of Standards.

### Broadcast Advertising Expanded

The expansion of the Department of Broadcast Advertising to include work on promotion of retail radio advertising was discussed and referred to President Ryan for action.

On the recommendation of the Sales Managers Executive Committee the President was authorized to appoint a committee consisting of members of the Sales Managers Executive Committee and the Public Relations Committee to investigate possibilities of making a talking motion picture or some other suitable presentation to be used by stations before schools, civic organizations, trade groups, etc., to bring about a better understanding of radio and its contribution to the national and community interest.

Another resolution emanating from the Sales Managers Executive Committee was likewise approved. It recommended the submission to the NAB membership at its next annual meeting for approval or rejection, the continuing discount clause to be added to the NAB-AAAA Standard Contract for station facilities.

The NAB budget for 1944 was formally approved with the understanding that the detailed administration thereof would be left to Mr. Ryan.

### Proposed Bylaw Change

A proposed amendment to the By-Laws regarding dues classification was approved and recommended for submission to the membership. This amendment would remove the amount of dues in each classification but preserve the classification. It would empower the Board to determine each year the monthly dues applicable to the classification. Such a policy, it was thought, would give more flexibility to NAB's financial structure and might enable a reduction or an increase, if such seemed advisable, in the dues of the various member stations.

### 1944 Membership Meeting

The Board considered its previous action with respect to the 1944 membership meeting and authorized the issuance of a statement by President Ryan. Following is Mr. Ryan's statement:

"The vital role which radio broadcasting has played and in an increasing measure will play in the war effort has given rise to many problems. It is imperative that these problems be met effectively and after full consultation with military and other government leaders. A conference such as we contemplate holding in Chicago in late August affords the only opportunity for these necessary contacts.

"In recognition of the paramount needs of the armed forces for the transportation facilities we are urging that only the executives and key personnel of NAB active and associate members attend. In addition, the members of NAB standing committees will be urged to be on hand. The program will be strictly confined to a discussion of the relation of broadcasting to the war effort and to such routine matters as will enable the industry's trade association to function more efficiently in the national interest.

"In event of any emergency which may arise at the time set for the meeting, I am authorized by the Board to indefinitely postpone the session. Events will be carefully watched and if it is felt that our meeting will in any way impair the larger national interest, we will, of course, abandon our plans."

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*.

### Music—Legislation—Labor

A progress report of the NAB Music Committee was submitted setting forth the recent conversations had with ASCAP regarding the interpretation of its per-program contracts. The Committee was commended for the work which it has done and the matter was re-referred to it for the issuance of a complete statement.

A resolution was adopted respectfully requesting and urging the Federal Communications Commission to modify existing regulations requiring the identification of recordings and electrical transcriptions so as to lessen the frequency of such announcements on the ground that they become obnoxious and repetitious to the listening public.

Don Elias, Chairman of the NAB Legislative Committee, reviewed the status of legislation and reported that it was possible that a bill would be presented some time in the next week or ten days to the Senate Committee on Interstate Commerce. A resolution was adopted praising the committee for the energy exerted and the constructive results which it has thus far accomplished.

Sydney Kaye, Vice President and General Counsel, and Merritt Tompkins, General Manager of Broadcast Music, Inc., outlined the present status of BMI and discussed various of its problems with the Board.

The project launched by James C. Petrillo, President of the American Federation of Musicians, as embodied in his statement contained in the April issue of "International Musician" commending to the local unions the possibility of securing platter turners in all radio stations. A full text of the resolution adopted on the subject is contained in a Special A. F. of M. Bulletin accompanying these REPORTS.

The WMAL case, in which AFRA is contending for the payment of staff announcers upon a fee basis, was fully discussed. The Board adopted a resolution instructing President Ryan to take whatever action was deemed advisable to assist WMAL in its case before the War Labor Board.

A report was submitted upon the status of the Petrillo recording ban case before the War Labor Board and it was revealed that a decision in this case would be shortly forthcoming.

### SUB-COMMITTEE CONSIDERS "DAYLIGHT SAVING"

A sub-committee of the House on Interstate and Foreign Commerce commenced, on Thursday (11), public hearings on the proposals for the repeal of "daylight saving" (war) time. Representative Cannon (D-Mo.) is a sponsor of a bill to bring about the change and there are other resolutions.

Representative Boren (D-Okla.) presided over the sub-committee and the following members were present: Howell (R-Ill.); Harris (D-Ark.); and O'Hara (R-Minn.). Kennedy (R-New York), the other member of the committee, was not present.

Testimony in behalf of repeal was presented by Rep-

representatives Cannon, Knutson (R-Minn.), Cole (R-Mo.) and Jeffrey (R-Ohio). They recited the hardships imposed upon the rural population and industrial workers by the present time. Mr. A. Julian Brylawski, Vice President of the Motion Picture Theatre Owners of America also testified in support of repeal. Opposition to the measure was made by Brig. Gen. Theron D. Weaver on behalf of the War Department.

The hearings will continue. It will be recalled that NAB was one of the advocates of war time at the time of its adoption. It is following progress of the hearings closely and if necessity should develop it may ask for an opportunity to be heard.

### RADIO FARM DIRECTORS ORGANIZE ASSOCIATION

The National Association of Radio Farm Directors was formed last week end at Columbus, Ohio, with Larry Haeg, WCCO, Minneapolis, installed as President; Emerson Markham, WGY, Schenectady, Vice President; Herb Plambeck, WHO, Des Moines, Secretary; and Bill Moshier, KJR, Seattle, Treasurer.

Plan of organization provides for a council of three members from each region. Council members are:

*Eastern Region:* Mert Emmert, WEA, New York City; Cliff Gray, WSPA, Spartanburg; Emerson Markham, WGY, Schenectady.

*Mid-West Region:* George Round, University of Nebraska, Lincoln; Ed Mason, WLW, Cincinnati; Sam Schneider, KVOO, Tulsa.

*Western Region:* Nelson McIninch, KFI, Los Angeles; Henry Schacht, KPO, San Francisco; Bill Moshier, KJR, Seattle.

### Organization Objectives

As outlined by Secretary Plambeck the organization objectives include: "Programming of farm broadcasts with emphasis on service; maintaining farm programs on a high plane and expanding rural radio service to areas not already served; effecting closer relationships between commercial broadcast stations and federal, state and county farm organizations, agricultural agencies, advertising agencies and the farm people whom such agencies endeavor to serve.

"The organization aims to provide better understanding between station management and farm broadcasters; and to aid in interpreting farm problems to urban listeners and urban problems to agricultural listeners."

Thirty-four farm broadcasters, representing 21 states participated in the organization meetings.

### RTPB PANEL 4 MEETINGS

Two working committees of Panel 4 on Standard Broadcasting of RTPB met in New York on Wednesday, May 10. They were the transmitter and receiver groups. The groups consist primarily of engineers representing manufacturers of equipment. There are several broadcast engineers also serving on each committee. Several recommendations were adopted which will be transmitted to the Panel for consideration by the entire membership in the near future.

NAB was represented at both meetings. Arthur C. Stringer attended the Receiver Committee meeting and Howard S. Frazier, the Transmitter Committee meeting.

### WPB INTERPRETS P-133

The Radio and Radar Division of WPB today issued an interpretation of Preference Rating Order P-133. The new interpretation is consistent with that issued by NAB on October 22, 1943; see NAB REPORTS pages 438 and 439 or NAB Broadcast Engineering Bulletin No. 3. The complete text of Preference Rating Order P-133 as amended

October 8, 1943, is part of the above references. The official interpretation is as follows:

#### PART 3289—RADIO AND RADAR

*Some things which cannot be bought under this order as maintenance, repairs or operating supplies:* It appears that some persons who are entitled to use the priorities assistance given by Order P-133 for maintenance, repair and operating supplies have been applying those ratings for the purchase of items which are capitalized repairs, capital equipment or capital replacements. The following things are not items of maintenance, repair or operating supplies under Order P-133:

1. Recording or reproducing turntables.
2. Amplifiers.
3. Microphones.
4. Speech input consoles.
5. Transmitters.
6. Relay racks or cabinets.
7. Jack panels.
8. Frequency monitors.
9. Antenna towers.

This is not an all-inclusive list of products which are not MRO items under P-133, but simply includes those things about which questions have been raised.

The ratings assigned by Order P-133 must not be applied for the purchase of the things listed above; and any P-133 ratings which have been applied to purchase orders for those items have been improperly applied and should be cancelled at once. This does not mean, however, that necessary parts to maintain or repair those things may not be purchased with P-133 ratings.

*How to distinguish the business of radio communication or radio broadcasting from other businesses of the kinds described in paragraph (a) (4):* Persons engaged in the business of operating and maintaining electronic systems for the distribution of sound which are not radio communication or radio broadcasting systems are entitled only to use the AA-5 rating assigned by paragraph (a) (4) of Order P-133. The question has been asked as to how to distinguish between these businesses. No person is engaged in the business of radio communication or radio broadcasting who has not been licensed by the Federal Communications Commission to operate a radio transmitter. No person who has not been licensed by the Federal Communications Commission to operate a radio transmitter may use the AA-1 rating assigned by paragraphs (a) (1) and (a) (2) of Order P-133 for the businesses of radio communication and radio broadcasting.

Issued this 12th day of May 1944.

WAR PRODUCTION BOARD,  
By J. JOSEPH WHELAN,  
Recording Secretary.

#### 5TH WAR LOAN MATERIAL

The following Fifth War Loan material, which may be used either sponsored or sustaining, will be supplied all broadcast stations by the Treasury Department:

##### Transcribed Programs

- a) 24 15-minute (14:30) Treasury Salutes
- b) 48 5-minute Treasury Songs for Today

##### Live Announcements

###### General Packet

- 15 35 word live spots
- 30 1-minute live spots
- 29 author spots written by the country's outstanding writers.

###### Rural Packet

- 15 35 word spots
- 30 1-minute spots

The Treasury will also supply four 30-minute Treasury Star Parades for *sustaining use only*.

The 24 Treasury Salutes are in two theme classifications. Twelve Salutes will be dramatized biographical sketches of outstanding Americans. Twelve will be dramatizations of the lives and exploits of World War II heroes.

Upon completion transcriptions and announcements will be sent directly to stations.

#### WWL PREPARES FOR 5TH WAR LOAN

E. M. Hoerner, program director, WWL, New Orleans, writes that the station is "all set to go 'all out' for the 5th War Loan drive."

Included in his present plans is a bang-up midnight frolic program, featuring an all military cast. At the start of the 4th War Loan drive WWL fed all New Orleans stations a half-hour variety show from the city auditorium.

#### FARM RADIO DIRECTORS KNOW HOW TO SELL

Conversation with radio farm directors in Columbus, last week, indicate that many of them have developed special bond selling techniques.

"Farmer" Gray, WSPA, Spartanburg, did a thriving bond business with a pure bred Poland China pig during the 4th War Loan. He announced cold that he would give a pure bred to the boy or girl who sold the most bonds to farm people during the one day. Winner was a little girl. Tieup was with a department store where presentation was made.

Bill Moshier, Seattle, is another farm director who has had excellent results in stimulating bond sales with live stock awards. He fancies pure bred calves though, during one farm war loan, he had the pleasure of awarding a pure bred Arabian stallion. It was given to the station by a farmer with the stipulation that it be awarded to the buyer of the largest amount of bonds.

For the 5th War Loan Mr. Moshier is considering the award of pure blood Angus stock.

#### NAB STAFF PARTICIPATES IN OHIO INSTITUTE

With temporary illness preventing the attendance of Harold Ryan, President, and necessitating cancellation of the NAB dinner, three other members of the headquarters staff filled their assignments at the Institute for Education by Radio, Columbus, Ohio, May 5-8. They were Willard Egolf, Arthur Stringer and Dorothy Lewis.

Ryan was scheduled to participate in the opening night panel on the subject, "How Free Is Radio?" but found regrets necessary.

Dorothy Lewis chairmanned a session entitled "Listeners and Broadcasters, Partners in Progress" and assisted in conducting meetings of the NAB Association of Women Directors.

Arthur Stringer and Willard Egolf alternately participated in sessions discussing "Responsibilities of Radio and National Organizations Asking Free Time" and meetings of the Association for Education by Radio.

Egolf participated in meetings which discussed junior radio forums and was elected to the Board of Trustees of the Junior Town Meeting League.

All attended the general sessions of the Institute, for which there were more than twelve hundred registrants, including many from station program departments as well as educators and representatives of national organizations.

Detailed reports are being filed with the proper NAB committees.

#### WBIG PLANS MORALE SERIES

"Citizen Soldiers", which will dramatize the lives of legendary heroes in America's fighting history, will be launched over WBIG, Greensboro, N. C., Thursday evening, May 18, 8:15-8:45 p. m.

Cast is composed of talented soldier personnel from the nearby Overseas Replacement Depot, 3503rd AAF Base Unit.

Cpl. Millard Lampell is writer-director of the series which will consist of five 30-minute programs.

The inaugural program will tell the story of Davy Crockett, pioneer, soldier and hero of the famous Battle of the Alamo. The part of Davy Crockett will be played by Pfc. Larry Dobkin, stage star, who had the leading role in the Broadway production, "Watch on the Rhine". Other soldiers with long and distinguished careers in the theatre and radio will take important parts.

### Aim of Series

The aim of Cpl. Lampell in originating the series is to prove that the people of the United States can fight and fight well whenever their liberties are threatened, and that the American citizen soldiers who have taken up arms since the birth of the nation have been greater soldiers than professional troops.

In addition to the Davy Crockett story the series will present those of Francis Marion, the original guerilla fighter; Sam Houston, avenger of the Alamo; Lieut. Col. Evans Carlson, of Marine raider battalion fame and Lieut. Ernest Childers, Oklahoma hero of the present Italian campaign.

"Citizen Soldiers" is part and parcel of "On the Beam", which has been on the air over WBIG since August, 1943.

Each weekly studio broadcast in the Post Theatre has been attended by approximately 1,000 officers and enlisted men since the very beginning.

*NAB REPORTS solicits accounts of programs which are proving a success in furthering the war effort. See WOWO story, page 147, and WTIC story, page 141, of the REPORTS.*

### KTSW ESTABLISHES RADIO SCHOLARSHIP

An all expense competitive scholarship to some Emporia State Teachers College student, good for attendance at the winner's choice of university summer radio institutes, has been announced jointly by J. Nelson Rupard, general manager of Radio Station KTSW, which is offering the award, and James F. Price, president of the college.

The student is to be chosen each year by a joint committee of station representatives and members of the college faculty. The initial award will be made soon for summer classes starting this June.

"Avowed interest in radio as a vocation, outstanding ability in any of the many radio fields—announcing, programming, sales, or management and definite promise of future contribution to the profession are to be the considerations on which the candidate should be chosen," Mr. Rupard announced. "It is our hope that by offering such an award to a college student we can further stimulate and develop the cooperative effort of these two institutions, both of which are inescapably educational in nature," he said.

President Price expressed himself as being delighted with the offer. "At Emporia State we plan to use radio increasingly in the development of our total educational program," he said. "The incentive that this award offers to student talent to come to Emporia State should be of real aid in the expansion of this program."

Members of the faculty named by President Price to serve on the award committee are Robert Bush, Dean of the College, Russell Porter, director of radio broadcasting, Orien Dalley, director of band and orchestra, and George Johnson, assistant professor of education. Miriam Porter, program director at KTSW, will represent the station.

### HUDSON TO ASSIST FLY

The FCC on Thursday announced the appointment of Robert Hudson as assistant to Chairman James Lawrence Fly, filling the vacancy created when Norman Jorgensen recently entered the Navy.

A native of Tulsa, Oklahoma, Mr. Hudson graduated from the University of Tulsa in 1939 and from the George Washington University Law School in 1943. In Law School he was Editor-in-Chief of the "George Washington Law Review." Mr. Hudson came to the Commission in March 1943 as secretary to FCC Commissioner Ray C. Wakefield. Prior to that time he was in the Law Department of the Acacia Mutual Life Insurance Company. Mr. Hudson is married and has one child.

### MURPHY BUYS KSO

Iowa Broadcasting Company, Des Moines, has announced the sale of its radio station KSO, Blue and MBS outlet, to Kingsley H. Murphy of Minneapolis for \$275,000.

Mr. Murphy is one of the owners of WTCN, Minneapolis. Transfer, subject to FCC approval, is expected to take place approximately July 1.

It is expected that new studios and offices for the exclusive use of KSO will be provided. KSO previously shared quarters with KRNT. The two stations will continue to use the same transmitter site and antenna until such time as essential materials are released.

Iowa Broadcasting Company officials indicated the sale was made in compliance with the Federal Communication Commission's duopoly order, forbidding ownership of more than one station in the same market area. It was reported that no changes are anticipated for KRNT which will continue as a CBS outlet with 24-hour AP and UP news service.

### RADIO MEN WRITE NEW ARMY SONG

"The Voice of the Army" is the official song of the U. S. Army Recruiting Service.

Major North Callahan, out of radio and now executive officer of the Army Recruiting Publicity Bureau, Governors Island, N. Y., provided the words.

Norman L. Cloutier, NBC composer-conductor, wrote the music.

"The Voice of the Army" is used as theme on "Voice of the Army," 15-minute ET program, heard weekly on more than 800 stations. Sheet music is just off the press.

## Federal Communications Commission Docket

### HEARINGS

No broadcast hearings were scheduled before the Commission during the week beginning May 15th.

## Federal Communications Commission Action

### APPLICATIONS GRANTED

- KFBK—McClatchy Broadcasting Co., Sacramento, Calif.—Granted renewal of license for the regular period (B5-R-36).
- WHCU—Cornell University, Ithaca, N. Y.—Granted renewal of license for the period ending November 1, 1946.
- WNAC—The Yankee Network, Inc., Boston, Mass.—Granted petition for reconsideration, removal from hearing docket and grant of application for construction permit to move auxiliary transmitter locally in Quincy, Mass.

- WABC—Columbia Broadcasting System, Inc., New York City.—Granted construction permit to change antenna system of FM broadcast station. (B1-PH-189).
- WBAM—Bamberger Broadcasting Service, Inc., New York City.—Granted renewal of FM broadcast station for the period ending June 1, 1945.
- WABC-FM—Columbia Broadcasting System, Inc., New York, N. Y.—Granted renewal of FM broadcast station for the period ending June 1, 1945.
- WBBM-FM—Columbia Broadcasting System, Inc., Chicago, Ill.—Granted renewal of FM broadcast station for the period ending June 1, 1945.
- WGFM—General Electric Co., Schenectady, N. Y.—Granted renewal of FM broadcast station for the period ending June 1, 1945.

### DESIGNATED FOR HEARING

- WGBG—Greensboro Broadcasting Co., Inc., Greensboro, N. C.—Designated for hearing application for construction permit to change frequency from 980 to 850 kc., and power and hours of operation from 1 KW daytime to 250 watts night, 1 KW LS, limited time (SS-Denver). (B3-P-3582.)
- Birney Imes, Jr., Meridian, Miss.—Designated for hearing application for new station to operate on 1240 kc., 250 watts, unlimited time. Exact transmitter and studio sites to be determined (B3-P-3588).
- WCAO—Monumental Radio Co., Baltimore, Md.—Designated for hearing application for license to use formerly licensed main transmitter as an auxiliary transmitter with power of 500 watts night, 1 KW-LS (B1-L-1737), and for authority to determine operating power by direct measurement of antenna power (B1-Z-1479).
- WOV—Arde Bulova and Harry D. Henshel (Transferors), Murray Mester and Meyer Mester (Transferees), WODAAM Corp., New York City.—Designated for hearing application for consent to transfer control of WODAAM Corp., licensee of station WOV, from Arde Bulova and Harry D. Henshel to Murray Mester and Meyer Mester (B1-TC-362).
- WSAR—Doughty & Welch Electric Co., Inc. (Assignor), Fall River Broadcasting Co. (Assignee), Fall River, Mass.—Designated for further hearing on two new issues the application for consent to voluntary assignment of license of station WSAR from Doughty & Welch Electric Co., Inc., to Fall River Broadcasting Co., Inc., a subsidiary of Fall River Herald News Publishing Co., Commissioner Craven dissenting (Docket 5902).

### MISCELLANEOUS

- KXO—Valradio, Inc., El Centro, Calif.—Granted license (B5-L-1803) to cover construction permit authorizing change in frequency from 1490 to 1230 kc., increase in power from 100 to 250 watts, and installation of new transmitter. Also granted authority to determine operating power by direct measurement (B5-Z-1590). The license is granted subject to condition that, at expiration of present national emergency, the licensee 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.
- KGEZ—A. W. Talbot, Kalispell, Mont.—Granted authority to make changes in automatic frequency control (B5-F-255).
- WAAD-WRET—The Fort Industry Company, area of Ft. Lauderdale, Fla.—Granted modification of relay broadcast station licenses to change area of operation from Ft. Lauderdale to Miami, Fla. (B3-MLRY-51) and (B3-MLRE-115).
- WRDO—WRDO, Inc., Augusta, Maine.—Granted license (B1-L-1798) to cover construction permit which authorized increase in power to 250 watts, installation of new transmitter and antenna, and move of transmitter. Also granted authority to determine operating power by direct measurement of antenna power (B1-Z-1582).
- WIBU—Wm. C. Forrest, Poynette, Wisc.—Granted authority to determine operating power by direct measurement of antenna power (B4-Z-1591).
- KWSC—State College of Washington, Pullman, Wash.—Granted authority to determine operating power by direct measurement of antenna power (B4-Z-1580).
- WMOH—The Fort Hamilton Broadcasting Co., Hamilton, Ohio.—Granted modification of construction permit for approval

of transmitter location at Sec. 26, Twp. 2, Range 3 (Fairfield Twp.), Butler County, Ohio, and change of studio location to Second National Bank Bldg., High Street and Journal Square, Hamilton, Ohio (B2-MP-1746).

- The Trustees of Indiana University, Bloomington, Ind.—Placed in the pending file application for construction permit for new noncommercial educational broadcast station (B4-PED-29).
- Calumet Broadcasting Corp., Hammond, Ind.—Ordered that the hearing on application for a new station heretofore scheduled to be held May 25 in Washington, be held in Chicago on that date, exact hour and place to be determined; provided, however, that the hearing may be adjourned by the presiding officer to the offices of the Commission in Washington for presentation of additional evidence.
- KWBU—Baylor University and Carr P. Collins, Corpus Christi, Texas.—Granted petition for 30 days' time in which to submit their answer to the petition of KLRA, Little Rock, Ark., "to immediately cancel program tests and designate for hearing the application for license of Baylor University and Carr P. Collins".
- WDSU—E. A. Stephens, Fred Weber, and H. G. Wall, d/b as Stephens Broadcasting Co., New Orleans, La.—Designated for hearing application for license to use formerly licensed main transmitter as an auxiliary transmitter, with power of 1 KW (B3-L-1797).

### APPLICATIONS FILED AT FCC

#### 550 Kilocycles

- WOPI—Radiophone Broadcasting Station WOPI, Inc., Bristol, Tenn.—Construction permit to change frequency from 1490 kc. to 550 kc., increase power from 250 watts to 1 KW day, 500 watts night, make changes in transmitting equipment and install directional antenna for day and night use.

#### 930 Kilocycles

- KSEI—Radio Service Corp., Pocatello, Idaho.—Modification of license to increase power from 250 watts night, 1 KW daytime to 500 watts night, 1 KW daytime.

#### 1230 Kilocycles

- WKBZ—Ashbacker Radio Corp., Muskegon, Mich.—Construction permit to change frequency from 1490 kc. to 1230 kc.
- WJOB—O. E. Richardson, Fred L. Adair and Robert C. Adair, d/b as Radio Station WJOB, Hammond, Ind.—Authority to determine operating power by direct measurement of antenna power.
- KFXD—Frank E. Hurt, Nampa, Idaho.—Voluntary assignment of license from Frank E. Hurt to Frank E. Hurt and Son.

#### 1340 Kilocycles

- KRMD—Radio Station KRMD, Inc., Shreveport, La.—Voluntary assignment of license to T. B. Lanford, R. M. Dean, Mrs. T. B. Lanford, Sr., and Mrs. R. M. Dean, a partnership, d/b as Radio Station KRMD.

#### 1350 Kilocycles

- KSRO—Ruth W. Finley, Executrix of Estate of E. L. Finley, Deceased, Santa Rosa, Calif.—Voluntary assignment of license to Ruth W. Finley.

#### 1400 Kilocycles

- NEW—F. R. Pidcock, Sr., and James M. Wilder, d/b as Georgia Broadcasting Co., Savannah, Ga.—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation.

#### 1450 Kilocycles

- NEW—Centre Broadcasters, Inc., State College, Penna.—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation.

## 1500 Kilocycles

NEW—Myron E. Kluge, Earle E. Williams and C. Harvey Haas, a partnership, d/b as Valley Broadcasting Co., Pomona, Calif.—Construction permit for a new standard broadcast station to be operated on 1580 kc., 250 watts power and unlimited hours of operation.

## FM APPLICATIONS

- NEW—Tri-City Broadcasting Co., Davenport, Iowa.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46300 kc. with coverage of 10,600 square miles.
- NEW—Blue Network Co., Inc., Chicago, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48700 kc. with coverage of 11,000 square miles.
- NEW—WEBR, Inc., Buffalo, New York.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46500 kc. with coverage of 3,420 square miles.
- NEW—WTAR Radio Corp., Norfolk, Va.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46500 kc. with coverage of 5,702 square miles.

## TELEVISION APPLICATION

NEW—International Detrola Corp., Detroit, Mich.—Construction permit for a new commercial television broadcast station to be operated on Channel #2 (60000-66000 kc.).

## MISCELLANEOUS APPLICATIONS

- WLIR—WFAM, Inc., Lafayette, Ind.—License to cover construction permit (B4-PRE-437) which authorized construction of a new relay broadcast station.
- WCBN—Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.—License to cover construction permit (B1-PIB-44 as modified), which authorized construction of a new international broadcast station.

# Federal Trade Commission Docket

## COMPLAINT

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

**Allied Stores Corporation** and **Allied Purchasing Corporation** and B. Earl Puckett, Charles E. McCarthy and A. C. Hallan, as officers of both corporations, 1440 Broadway, New York; L. S. Donaldson Company, Matthew J. Dunfey, T. R. Brouillette and H. R. Malcolm, its officers and directors, 601 Nicolet Ave., Minne-

apolis; and **Jordan-Marsh Co.**, George W. Mitton, Edward R. Mitton, Cameron S. Thomson, William A. Everett and Alonzo J. Everett, officers and directors of the company, 450 Washington St., Boston, are charged in a complaint with misrepresentation in the advertising and sale of men's clothing. (5156)

## STIPULATION

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

**Arthur Alexander** and Charles Clark, trading as **The Recuperator Long Life Battery Service**, Willowbrook, Calif., and W. E. Simmons, trading as **Alpha Distributing Co.**, Hollywood, Calif., entered into a stipulation to discontinue certain misrepresentations in connection with the sale of a preparation designated "Recuperator," advertised for use in automobile storage batteries. (3833)

## CEASE AND DESIST ORDERS

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

**Lawrence Blanket Company**, Worcester, Mass., Thomas B. Keen and Marian C. Keen, trading as **Thomas B. Keen Co.**, 40 Worth St., New York, and Robert Mars, 401 First St., S. E., Washington, D. C., have been ordered to cease and desist from the misbranding of blankets in violation of the provisions of the Federal Trade Commission Act and of the Wool Products Labeling Act. (4946)

**H. L. Robinson Co.**, 1447 Northwest Sandy Blvd., Portland, Oreg., manufacturing and leasing electrical display signs, commonly known as neon signs, has been ordered to cease and desist from misrepresentation and concealment of the true terms or conditions under which he sells or leases his product. (4906)

**United Delivery System**, 639 New York Ave., N. W., Washington, D. C., have been ordered to cease and desist from false and deceptive representations in the sale of cards, envelopes and other printed forms to be used in securing information for the use of creditors or collection agencies in the collection of alleged debts. (4873)

## FTC CASES DISMISSED

The Federal Trade Commission has ordered that the case growing out of the complaint against **Cranberry Cannery, Inc.**, South Hanson, Mass., be dismissed without prejudice to the right of the Commission, should future facts so warrant, to reopen the case and resume trial thereof in accordance with the Commission's regular procedure.

The Commission has also dismissed the complaint issued against the **Lambert Pharmacal Company**, St. Louis, without prejudice to the right of the Commission to institute further proceedings should future facts so warrant.

### WJJD PRESENTS CASE

Following the order of the National War Labor Board (see Special AFM Bulletin No. 26) referring to the Regional Board of the Sixth Region the dispute between Local 10 AFM and Radio Station WJJD, a hearing was held on Wednesday (17) before a panel. The panel consisted of John Kyle, Professor of Economics, Marquette University, representing the public; John Heil, Secretary of the Flour, Seed and Grain Workers Union, representing labor; and Mr. Lampland, President of the Lampland Lumber Company of St. Paul, the industry representative.

At the outset of the hearing the union sought a postponement, which move the panel denied and ordered the hearing to proceed.

In presenting its case, WJJD pointed out that the present method of handling records and transcriptions at the station is efficient, that no particular qualification is required of a platter turner. In support of this contention a girl employee of the station, who as an incident to other work acts as a platter turner, testified that it required less than an hour for her to become fully qualified. In further evidence an actual demonstration of platter turning was given before the Panel.

The station showed that to comply with the union demand would require the employment of a minimum of six men whose sole duty would be to turn platters and who, under the requirements, would be prohibited from serving in any musical capacity. While the demand calls for a 25-hour week (at a wage of \$75.00 per week) it was shown that the maximum number of hours required in any week would be 20 and that the minimum for certain shifts went as low as 15 minutes per week.

The Panel took the matter under advisement and an early report to the Regional Board is expected. Ralph Atlass, WJJD manager, expressed confidence, following the hearing, in a favorable outcome.

### CRAVEN TO LEAVE COMMISSION

Commissioner T. A. M. Craven, whose term as a member of the Federal Communications Commission is to expire on June 30 of this year, communicated with the President on April 26 asking that he not be considered for reappointment. In reply, President Roosevelt, on May 15, wrote Mr. Craven as follows:

"Dear Commissioner Craven:

"I have received your letter of April twenty-sixth in which you tell me that it is not your intention to seek reappointment to the Federal Communications Commission when your present term expires on June thirtieth and that you want to be free on that day to return to private business.

"The reasons you cite leave me no alternative. I shall, therefore, comply with the request you make and I sincerely hope that your re-entry in the field of private business will bring to you rewards that will more than recompense for the years of sacrifice and labor you have given your Government."

Had the Commissioner served until August of this year he would have completed 30 years of government service. With the exception of a 5-year period between 1930 and 1936, Mr. Craven's service in the government has been continuous. For two years he served as Chief Engineer of the Federal Communications Commission and for 7 years more has been a member of that body. Mr. Craven announced that he will become associated in a technical capacity with the Cowles interests, publishers of newspapers in Des Moines and Minneapolis and LOOK magazine, as well as licensees of radio broadcasting stations.

No indication has as yet been forthcoming as to whom the President has in mind as a possible successor to Mr. Craven.

### McINTOSH LEAVES WPB

Frank H. McIntosh, for the past two years Chief of the Domestic and Foreign Branch of the Radio and Radar Division, War Production Board, has resigned effective June 1, according to an announcement by Ray C. Ellis, Director of the Radio and Radar Division.

John Creutz, who has been Mr. McIntosh's assistant for the past 18 months, has been named to the position of Chief, succeeding Mr. McIntosh. Before joining WPB, Mr. Creutz served as a radio engineer and consultant to the radio industry. He is a graduate of the University of Wisconsin.

Mr. McIntosh came to the WPB from the Fort Industry Company, Toledo, where he was technical supervisor. Previous to this connection he was at the Graybar Electric Company of New York as a sales executive and with the Bell Laboratories as a member of the technical staff. He originally came from Omaha, Nebraska. Mr. McIntosh announced that he will return to private industry as a radio electronic consulting engineer with headquarters in Washington.

### TRANSCRIPTION ANNOUNCEMENTS

The Federal Communications Commission on Tuesday (16) issued Order No. 120 relating to mechanical records. It reads as follows:

"WHEREAS, the Commission is of the opinion that public interest, convenience and necessity may be served by amending Section 3.407 of the Rules and Regulations to read as follows:

"Sec. 3.407. *Mechanical Records.*—(a) No recorded program consisting of a speech, news events, news commentator, forum, panel discussion, special event, or any other recorded program in which the element of time is of special significance and a presentation of which would create, whether intentionally or otherwise, the impression or belief on the part of the radio audience that the event or program being broadcast is in fact occurring simultaneously with the broadcast, shall be broadcast without an appropriate announcement being made at the beginning and conclusion of the broadcast that it is a recorded program. The identifying announcement shall

(Continued on page 160)



THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON 6, D. C. Phone NAional 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, *Director of Public Relations*; Howard S. Frazier, *Director of Engineering*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

#### TRANSCRIPTION ANNOUNCEMENTS

(Continued from page 159)

accurately describe the type of mechanical record used.

“(b) Any other program consisting of a mechanical record or series of mechanical records need not be announced as provided in subsection (a), but the licensee shall not attempt affirmatively to create the impression that the program being so broadcast consists of live talent. At least once each hour the licensee shall announce which of the programs other than those specified in subsection (a), presented during the previous hour, were broadcast by means of mechanical records.”

“AND, 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 statements or briefs showing 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 any person desiring to do so may, on or before the 16th day of June, 1944, file statements or briefs as to why the above proposed amendment to Section 3.407 should not be adopted or why it should not be adopted in the form proposed by this order. Requests for oral argument, if made with briefs or statements, will be considered.”

#### TELEVISION MULTIPLES INCREASED

The Federal Communications Commission (Commissioner Durr dissenting) on Tuesday (16) amended Section 4.226 of the Rules and Regulations which relate to the matter of multiple ownership of television stations. The Rules as previously in effect provided that the ownership or control of three television broadcasting facilities would constitute a concentration of control in a manner inconsistent to the public interest, convenience and necessity. The new rule increases the number from “3” to “5”. The complete statement by the Commission reads as follows:

“In making grants of more than one television station license to one concern, the Commission will give consideration to the development of a nationwide television service, the geographic relation of the various proposed locations, and the public need for the proposed service at such locations.”

Section 4.226 as amended reads as follows:

“Section 4.226. Multiple ownership.—No person (including all persons under common control)<sup>24</sup> shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcast service distinct and separate from existing services, and (2) that such ownership, operation or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity: PROVIDED, HOWEVER, That no person (including all persons under common control), shall directly or indirectly own, operate, or control more than one television broadcast sta-

tion that would serve substantially the same service area: AND PROVIDED, FURTHER, That the Commission will regard the ownership, operation, or control of more than five television broadcast stations as constituting a concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.”

#### SPECIAL BROADCAST ADVERTISING BULLETIN

With this week's issue of the REPORTS goes Special Broadcast Advertising Bulletin No. 10. This bulletin covers the meeting of the Sales Managers Executive Committee and the presentation made before the Proprietary Association Advertising Clinic. The presentation was made on Tuesday, May 16. Harold Ryan, NAB President, introduced the presentation, a complete report of which is contained in the special bulletin.

#### NAB RECEIVES RED CROSS CITATION

The National Association of Broadcasters has received on behalf of the industry a citation from the American Red Cross for service in connection with this year's War Fund campaign.

In acknowledging receipt of the citation J. Harold Ryan, NAB president, assured Vice Chairman G. Stewart Brown of the Red Cross, of the industry's continued cooperation.

#### WLB STATEMENT ON VOLUNTARY BONUSES

The National War Labor Board has announced a policy, unanimously approved, in regard to voluntary applications for approval of annual bonuses or other similar type of bonus. The statement follows:

“Voluntary annual-bonus cases or other similar types of periodic-bonus cases which require Board approval (i.e., are not exempt under General Order 10) shall be decided on the basis of the following criteria:

“1. There shall be no appreciable increase in cost resulting from the introduction of such a bonus plan or resulting from an increase in the amounts or percentages of bonuses paid under an existing plan during the preceding bonus year. Nor shall the introduction or modification of such a bonus plan be approved if approval would furnish the basis either to increase prices or to resist otherwise justifiable reductions in prices.

“2. An establishment shall not be permitted to introduce such a bonus plan unless the payment of such bonus and the amounts or percentages thereof conform to the practice prevailing in the industry in the area before October, 1942, and does not create inter-establishment or intra-establishment inequities.

“3. Such a bonus plan shall not be approved on the basis of general allegations of increased work or duties performed by the employees subject to the plan. (This rule shall not preclude rate or bonus adjustments permissible under General Order No. 6 for specific individuals whose duties have changed so substantially that in effect new jobs have been created.)”

Amplifying this statement of policy, the following observations were made:

Exempt from WLB approval under General Order 10, referred to in the statement are a bonus, fee, gift, commission or other form of compensation customarily paid to

<sup>24</sup> The word “control,” as used herein, is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

an employee in the past if it meets one of these two standards:

1. If in a fixed amount the total amount does not exceed that paid for like work during the preceding "bonus year."

2. If computed on a percentage, incentive or other similar basis, the rate and method of compensation are not changed.

A bonus payment made to an employee entering the armed forces of the United States does not require the approval of the War Labor Board.

### MARCH ANALYSIS OF STATION WAR EFFORT BROADCASTS AND FIRST QUARTER RESUME

War effort broadcasts originated by stations during March, 1944, have been tabulated by NAB Research Department and appear below. Figures in every classification are minimum.

March figures show a considerable decrease from those of January and February when the 4th War Loan campaign was in progress. [Complete reports for these months appear in April 14, NAB REPORTS, beginning on page 111.]

A comparative resume covering the first quarter follows the March analysis.

#### March Analysis

	Type & Length	Number
<i>OWI—Washington:</i>	55-60 Sec.	
Join the Wac	L or ET	8,820
Red Cross Fund Drive	L or ET	46,570
Use V-Mail	L or ET	5,300
Fight Waste	L or ET	5,490
Paper Salvage	L or ET	9,610
Ceiling Price List	L or ET	8,160
No Point-Low Point Foods	L or ET	8,070
Victory Gardens	L or ET	11,290
Save Gasoline	L or ET	6,000
Car Sharing	L or ET	3,040
		<hr/>
Performance on above items but not itemized		112,350
		<hr/>
		27,740
		<hr/>
		140,090
<i>Treasury Department:</i>		
Treasury Song for Today	5-Min. ET	12,490
Treasury Salute	15-Min. ET	7,950
Announcements	Live Spots	15,490
Treasury Song Parade	3-Min. ET	1,010
Treasury Star Parade	15-Min. ET	1,790
Other	Spots	130
<i>War Bonds:</i>	Spots	9,510
	5-Min.	240
	15-Min.	810
	25-Min.	80
<i>Subjects in Women's Radio War Programs:</i>		
Token Rationing	Spots	1,620
Token Rationing	4-Min.	10
Token Rationing	15-Min.	10
"Why" of High Taxes	Spots	260
America At War Needs Women at Work	Spots	2,100
Give to the Red Cross War Fund	Spots	5,150
Give to the Red Cross War Fund	10-Min.	20
Give to the Red Cross War Fund	15-Min.	140
Give to the Red Cross War Fund	30-Min.	10
Grow More in '44	Spots	1,540
Grow More in '44	5-Min.	10
Grow More in '44	15-Min.	60
Grow More in '44	30-Min.	10
<i>Coordinator of International Affairs:</i>	5-Min.	10
	5-Min.	220
	45-Min.	40

#### Pick-Ups from Camps:

Type & Length Number

Spots	140
5-Min.	150
15-Min.	740
25-Min.	10
30-Min.	1,000
60-Min.	50
15-Min. ET	2,320
<i>Voice of the Army:</i>	
<i>Army: (Includes Air and WACS)</i>	
Spots	4,270
5-Min.	80
10-Min.	10
15-Min.	1,250
30-Min.	100
60-Min.	40
<i>Navy: (Includes Air and WAVES)</i>	
Spots	4,160
5-Min.	1,630
10-Min.	460
12-Min.	40
15-Min.	420
<i>Marines: (Includes Women)</i>	
Spots	470
5-Min.	90
10-Min.	230
15-Min.	90
<i>Coast Guard: (Includes Spars)</i>	
Spots	1,690
5-Min.	20
15-Min.	130
45-Min.	10
<i>Army-Navy:</i>	
Spots	1,720
15-Min.	40
<i>War Shipping: (Merchant Marines)</i>	
Spots	2,500
10-Min.	20
15-Min.	10

#### Dept. of Agriculture: (Farm Security, War Food, etc.)

Spots 5,480

5-Min.	410
10-Min.	530
15-Min.	1,760
30-Min.	40
60-Min.	270

#### Civic and Fraternal:

Spots 860

3-Min.	90
10-Min.	50
15-Min.	100

#### Education:

Spots 100

15-Min.	310
30-Min.	40

#### Forest Service:

Spots 630

#### Housing:

Spots 50

#### Miscellaneous:

Spots 13,170

2-Min.	150
5-Min.	290
10-Min.	240
15-Min.	3,590
30-Min.	620
45-Min.	40
60-Min.	10
75-Min.	10

#### Nurses:

Spots 1,710

#### OCD:

Spots 2,470

#### ODT:

Spots 990

#### OPA:

Spots 1,130

Spots 9,280

3-Min. 120

5-Min. 50

10-Min. 20

15-Min. 960

#### Paralysis:

15-Min. 10

#### Post Office:

Spots 550

15-Min. 40

#### Red Cross:

Spots 41,980

2-Min. 170

5-Min. 4,660

10-Min. 320

15-Min. 5,570

25-Min. 30

30-Min. 130

35-Min. 60

45-Min. 70

#### Safety:

Spots 630

5-Min. 120

15-Min. 320

	Type & Length	Number
<i>Secret Service:</i>	Spots	540
	10-Min.	10
	2-Hours	10
<i>Taxes:</i>	Spots	5,270
	5-Min.	20
	10-Min.	40
	15-Min.	320
	35-Min.	10
<i>USO and Service for Soldiers:</i>	Spots	340
	10-Min.	170
	15-Min.	90
	30-Min.	130
<i>War Department</i>	Spots	120
<i>War Manpower Commission:</i> (Civil Service, and Dept. of Labor)	Spots	8,560
	5-Min.	290
	10-Min.	40
	15-Min.	530
<i>War Production Board:</i>	Spots	1,620
	15-Min.	280

### Resume of Programs and Announcements, January, February and March, 1944

Type and Length	January Number	February Number	March Number	Total
Spots	297,580	326,510	285,330	909,420
2-Min.	1,220	420	320	1,960
3-Min.	21,260	12,610	1,220	35,090
4-Min.	.....	.....	10	10
5-Min.	19,330	25,230	20,560	65,120
10-Min.	1,310	1,100	2,160	4,570
12-Min.	.....	.....	40	40
15-Min.	36,620	40,420	30,850	107,890
20-Min.	90	10	.....	100
25-Min.	190	450	120	760
30-Min.	2,900	3,030	2,080	8,010
35-Min.	.....	.....	70	70
45-Min.	480	110	160	750
60-Min.	420	50	370	840
75-Min.	.....	10	10	20
90-Min.	.....	30	.....	30
2-Hours	20	20	10	50
2½-Hours	20	.....	.....	20
3-Hours	.....	10	.....	10
3-Hours 20 Min.	.....	10	.....	10
3½-Hours	.....	10	.....	10
5-Hours	.....	10	.....	10
10-Hours	.....	20	.....	20
12-Hours	.....	10	.....	10
12½-Hours	10	.....	.....	10
13-Hours	10	.....	.....	10
29-Hours	.....	10	.....	10
No Length Shown	50	1,120	.....	1,170

### RTPB PANEL NOTES

As reported on page 119 of April 21 NAB REPORTS, Panel 5 on Very High Frequency Broadcasting (FM) at the last meeting in Chicago on April 11 voted to refer the question of the effect in the present part of the spectrum of erratic interference when used for FM broadcasting systems to Dr. J. H. Dellinger, Radio Chief, National Bureau of Standards. Pursuant to this action the Panel chairman, C. M. Jansky, Jr., referred the question to Dr. Dellinger on April 20. Dr. Dellinger replied to Mr. Jansky under date of May 1 as follows:

"I have your letter of April 20 requesting any information I can give on item 2 of the agenda for the April 11 meeting of RTPB Panel 5. I read pages 13 to 60 of the proceedings of the meeting as you suggested, and noted in particular that the motion on page 44 read, 'I move you that subject to any information to the contrary from Dr. Dellinger, that this Panel adopt the recommendations of the Committee with respect to item 2 of this agenda.' The Committee recommendation referred to was 'Be it hereby

Resolved that it is the consensus of this Committee that the present position of FM Broadcasting in the spectrum should not be changed.'

"The point in question is that the frequencies concerned are sometimes affected by long-distance interference, contrary to an expectation that was widely held at one time, and there is a fear that this interference may be so great as to seriously impair the usefulness of those frequencies for broadcasting. Essentially the Panel appears to request that I inform it whether that fear is well founded. I believe I may with propriety respond to this request, and the answer is that the fear is not well founded.

"During certain years of the sunspot cycle F2-layer transmission at those frequencies occurs over long distances for short parts of the day, and sporadic-E transmission occurs at irregular times in all years. The phenomenon of very short bursts of long distance interference appears to be closely associated with, and possibly a manifestation of, sporadic-E transmission. The extent of these effects, however, is not such as to seriously impair the value of these frequencies. It may also be stated that no radio frequencies are free from transmission vagaries."

Mr. Jansky's letter of transmittal forwarding the correspondence with Dr. Dellinger to the members of the Panel contains the following statement:

"It seems to the Chairman of the Panel that Dr. Dellinger's letter disposes of the issue with a degree of certainty which justifies referring the issues involved to the Panel in the form of a letter-ballot without going to the trouble of holding another meeting of the Panel to deal with the final disposition of those items on the agenda for the Chicago Meeting not yet completely settled.

"There is attached a letter-ballot for use by Panel Members *only* and alternates in the event that a Panel Member is not available for voting. I am suggesting that the ballot be returned to the office of the Secretary of Panel 5. The results will be tabulated and distributed."

Another action taken by the VHF Broadcasting Panel at the Chicago meeting requested the Radio Technical Planning Board to change the name of the Panel to "FM Broadcasting Panel." With reference to this resolution, RTPB Chairman Dr. W. R. G. Baker has forwarded the following letter to Mr. Jansky:

"With respect to Motion #7 covering the change in name of Panel 5 from VHF Broadcast to FM Broadcast. In the past, changes have been made in the title and scope of a panel. Such changes have been authorized for purposes of clarification or delineation of responsibilities.

"The change in title requested by Panel 5 is restrictive and does not appear necessary for purposes of clarification. For these reasons it does not appear desirable to change the title of Panel 5."

The last meeting of Panel 6 on Television held in New York on April 14 tentatively selected May 19 as the next meeting date for that Panel. David B. Smith, chairman of the Panel, has advised the membership that the next meeting will probably be June 2 instead of May 19 as the work of Committee 3, Review of Old Standards and Proposed New Standards, will not be complete by the earlier date. Attention has been focused on the next meeting of the Television Panel by the recent discussion of postwar television standards appearing in the public press.

### TELEVISION SITUATION REVIEWED

The current situation regarding standards for television is a topic of interest to all engaged in broadcasting. A recent article appearing in the "Washington Daily News", written by Edward A. Evans, Scripps-Howard staff writer, reviews developments. We quote the article in full:

"Television's post-war future has become the subject of a raging controversy, and maybe you'd like some idea of what it's about.

"The issue seems to be: Shall television launch out quickly on a big development program—building new transmitting stations, pushing the sale of receiving sets—

based on about the same standards adopted before the war? Or shall this program wait a year (or perhaps much longer) for high standards which may be made possible by wartime advances in electronic science?

"The controversy involves some baffling technicalities, but apparently there is general agreement on at least these points:

"1. Television can be improved, eventually. Larger, clearer pictures can be transmitted when the industry is able to apply new knowledge, much of it now veiled in military secrecy.

"2. But this better television will require new, wider broadcasting channels in much higher frequencies. These will require new and different transmitting equipment. And that, in turn, will require new receiving sets. Present-type sets, unless rebuilt at considerable expense, would not receive pictures from the new transmitters.

### Plenty Invested

"About \$20,000,000 has been invested in television broadcasting equipment (nine commercial stations are now authorized, six are in actual operation, and 39 applications for new ones are on file with the Federal Communications Commission). And before the war the public spent \$2,000,000 or so for something like 10,000 receiving sets.

"The Columbia Broadcasting System started the controversy by asserting, in effect, that television should concentrate for a year on efforts to improve standards in the light of wartime electronic advances, meanwhile selling present-type receiving sets but telling prospective buyers plainly that they may soon be outmoded and useless.

"Chairman James L. Fly of the FCC—the Government agency that has power to fix or alter television standards—then took much the same position. And today one of the larger radio-television manufacturers, the Zenith Corp. of Chicago, rallied to the support of CBS and Mr. Fly. That side's contention, broadly stated, is something like this:

"Better wait and learn how much, how quickly, television can be improved before undertaking great expansion. If a year's concentrated research proves better standards impractical or still distant, then go ahead along present lines. But better standards, if found practical, would mean far more business for the industry; far greater satisfaction to the public, in the long run. And if the investment in present-type transmitters is increased, if millions of present-type receiving sets are sold to the public instead of the few-thousand sets now in use, resistance to the scrapping of all that investment may make it impossible ever to raise standards.

### On Other Side

"Ranged on the other side seems to be most of the rest of the industry—the National Broadcasting Co., the Television Broadcasters' Association, representing manufacturing and broadcasting interests; the FCC's newest member and former chief engineer, E. K. Jett; the television standards subcommittee of the Radio Technical Planning Board, made up of private engineers from all branches of the industry and appointed, at Mr. Fly's suggestion, to advise the FCC—with arguments along this line:

"Present-type television delivers excellent pictures. There'll always be room for improvement, but it's likely to take five years, rather than one, to apply wartime advances to television. The industry should not be compelled, even for a year, to wait in comparative idleness, employing a few research engineers but unable to provide jobs for hundreds of thousands of men who will come home from war seeking opportunities to use their military experience in electronics.

"Let present-type television go ahead and expand, these arguments continue. Let new standards be adopted as rapidly as research proves them feasible. That would mean dual standards for a while (an idea apparently favored by Mr. Jett and the RTFB's television standards subcommittee) with a single standard finally prevailing. But it would mean activity and employment, rather than time-marking, in the television industry."

### PARENTS ACCLAIM PROGRAM

In response to the invitation in NAB REPORTS for accounts of programs which are proving a success in furthering the war effort, we are able to outline how station WQAM, Miami, is working to reduce juvenile delinquency.

The information came from Norman MacKay and the following is quoted directly from his letter:

"Here in Miami, there is widespread agitation regarding juvenile delinquency. A twelve p. m. curfew has been invoked against the Army and Navy and the local juvenile council has regular 'good citizenship' meetings for the probationers.

"We have started a campaign directed to the parents alone. Every night at exactly 11:30 p. m. we broadcast a two to three minute message to the parents, using a kindly voice of our best announcer, Phil Kelleher, recently praised by Nick Kenny, 'as the most magnetic thing I have heard in sixteen years of ear cupping'. Rather than describe these broadcasts to you we are enclosing several copies. This is a long term campaign and we are already receiving many compliments from parents."

### Sample Script

Hello Mother, Hello Dad . . . it's 11:30 now . . . almost time for you to go to bed . . . and certainly time for all teen-age boys and girls to be at home. Don't you think so?

I wonder, Dad, if you find it sort of difficult to talk with your boy or boys. . . . They have their own interests, their school work and play, their friends and, as a matter of fact they have a life of their own . . . quite apart from yours. . . . You have your work and your outside interests . . . perhaps you are tired, and busy and worried about this and that . . . and perhaps you have found that you are drifting farther and farther away from your boys. . . . It wasn't hard to talk to them when they were little . . . was it? . . . Remember how you listened to their every little story of what they had done in those early school days . . . and how they ran to you with every little problem or complaint . . . and especially when they got hurt . . . either a cut finger . . . or some wounded feelings. . . . It's not quite the same now, is it . . . and you are no different than the majority of fathers. . . . But you can give that boy a hand with his lessons now and then, can't you. And you can take him and his friends out to a show sometimes. You can fix up a picnic or a little party at the house for his gang. . . . And sometime, you know, you can ask his advice on some things . . . make use of some of his knowledge. You know that makes a kid feel mighty good . . . for a Dad to ask him his opinion. Many, many Dads can't say . . . "sit down, Son, . . . let's have a talk" . . . but you can show him by your actions towards him that his old dad is still just the same as he used to be. . . . Think it over. . . . Goodnight.

*NAB REPORTS solicits accounts of programs which are proving a success in furthering the War Effort. See stories of WOWO, page 147; WTIC, page 141; and WBIG, page 155.*

### DAR DEMANDS FREE RADIO

At the recent 53rd Continental Congress of the Daughters of the American Revolution, the following resolution was adopted:

"WHEREAS, the Radio constitutes one of the greatest educational and recreational features within the home, and

"WHEREAS, because of its great value in expressing the truth on vital matters of interest to the people—such as the conduct of the war and the state of the nation—can now be reliably and freely broadcast without centralized censorship,

"RESOLVED, that the National Society of the Daughters of the American Revolution in 53rd Continental Congress assembled, go on record as protesting against any attempt to curtail or throttle the freedom of the air and to support such radio associations as are fighting to retain that freedom."

## INFORMATION WANTED

NAB has been asked for information regarding the Matthew Halton Radio Award. Anyone having information regarding this Award is requested to supply full details to NAB Headquarters.

### KROY TELLS OF PUBLIC SERVICE

KROY, Sacramento, has just completed distribution of a bulletin, detailing its public service activities to a large list of interested persons. List covered local civic leaders, local drug and grocery trades and advertising agencies.

These promotion pieces, at regular intervals, are effective. Station's introductory paragraph reads:

"All that matters today is winning the war and insuring the survival of Democracy and the security of the 'Four Freedoms'. And radio, alert to its vital role in this part of the war effort, is generously contributing its facilities, its time and its trained personnel to serve the government and our people. KROY joins American Radio fighting voluntarily with every watt of its strength to inform the people at home and to back up the men at the front."

### WQAM ISSUES "SERVICE" BROCHURE

WQAM, Miami, has wrapped up its public service record for the year 1943 in an impressive brochure which is being distributed widely throughout the industry and interested groups.

This is the kind of documentary promotion which effectively impresses readers with the importance of radio in the daily lives of the people of this nation of listeners.

The brochure is profusely illustrated with photographs showing the station in action. The last page is descriptive of "The Badge of Service", illustrated on the outside cover in color. Copy under the caption reads, in part:

"The badge shown on the cover of this brochure is the ten-year service badge now being worn by nine of the WQAM 'family'. All of these have lived in Miami for many years. They have their every interest here and take active part in community affairs. They are: F. W. Borton, president, 21 years; W. W. Luce, vice-president, 21 years; Fred Mizer, station manager, 20 years; Norman MacKay, advertising director, 14 years; Hazel McGuire, operations manager, 13 years; Walt Svehla, announcer, 13 years; Phil Kelleher, announcer, 12 years; Rodger Herndon, sales representative, 11 years; William Edward Davenport, engineer, 10 years—a total of 135 years of service . . ."

### WENT TO BEGIN OPERATION JULY 1

New station WENT (recently enrolled in NAB) expects to be on the air in Gloversville, N. Y., on July 1, according to Bernard M. Dabney, Jr., general manager.

George F. Bissell is president of Sacandaga Broadcasting Corp., which owns WENT. WMFF, Plattsburg, (also an NAB station) is operated by Bissell.

### 920 STATIONS

During the month of April, 1944, the FCC granted two construction permits. A comparative table of the number of standard broadcast stations by months, follows:

	1943:					1944:							
	May 1	June 1	July 1	Aug. 1	Sept. 1	Oct. 1	Nov. 1	Dec. 1	Jan. 1	Feb. 1	Mar. 1	Apr. 1	May 1
Operating	911	911	911	911	911	911	911	910	910	910	909	909	909
Construction	2	1	1	2	2	2	2	2	2	4	8	9	11
	913	912	913	913	913	913	913	912	912	914	917	918	920

## Federal Communications Commission Docket

### HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, May 22nd. It is subject to change.

**Thursday, May 25**

Broadcast

To Be Heard in Chicago, Illinois

NEW—Calumet Broadcasting Corp., Hammond, Ind.—C. P., 1520 kc., 5 KW, daytime.

## Federal Communications Commission Action

### APPLICATIONS GRANTED

**KMTR**—Reed E. Callister (Transferor), Mrs. Gloria Dalton (Transferee), KMTR Radio Corp. (Licensee), Los Angeles, Calif.—Granted consent to transfer control of KMTR Radio Corp., licensee of station KMTR, from Reed E. Callister (and Miss K. L. Benning), to Mrs. Gloria Dalton, through transfer of 337½ shares of common stock, or 33.75%, in compliance with a judgment rendered in the Superior Court of Calif. (B5-TC-373).

**KWKW**—Southern Calif. Broadcasting Co. (Assignor), Marshall S. Neal, Paul Buhling, E. T. Foley and Edwin Earl, d/b as Southern Calif. Broadcasting Co. (Assignee), Pasadena, Calif.—Granted consent to voluntary assignment of license of KWKW, from Southern Calif. Broadcasting Co. to Marshall S. Neal, Paul Buhling, Edwin Earl and E. T. Foley, d/b as Southern Calif. Broadcasting Co., a newly formed limited partnership (B5-AL-393).

**KIUL**—Garden City Broadcasting Co. (Homer A. Ellison and Frank D. Conard), (Assignor), Frank D. Conard, individually, d/b as Radio Station KIUL (Assignee), Garden City, Kans.—Granted consent to voluntary assignment of license of station KIUL, from Garden City Broadcasting Co. to Frank D. Conard, d/b as Radio Station KIUL (B4-AL-408).

**WCLE**—United Broadcasting Co., Cleveland, Ohio.—Granted construction permit to change frequency from 610 to 640 kc., increase power from 500 watts to 1 KW, change hours of operation from daytime to limited (facilities of WHKC), install directional antenna and move transmitter and studio from Cleveland to Akron, subject to Commission's Policy of January 26, and conditions (B2-P-3566).

**WHKC**—United Broadcasting Co., Columbus, Ohio.—Granted construction permit to change frequency from 640 to 610 kc., increase power from 500 watts to 1 KW, increase hours of operation from L-KFI to unlimited and install directional antenna for night use (facilities of WCLE), subject to Commission's Policy of January 26 (B2-P-3567).

**WMIS**—Natchez Broadcasting Co., Natchez, Miss.—Granted construction permit to change frequency from 1490 to 1240 kc. (contingent on KALB changing to 580 kc.), (B3-P-3596)

**WSON**—Henderson Broadcasting Co., Inc., Henderson, Ky.—Granted petition to reinstate and grant application for modification of construction permit to increase daytime power from 250 to 500 watts, and make changes in equipment, subject to procedural requirements announced in Commission's Policy on January 26, 1944.

## MISCELLANEOUS

- WAAB—The Winter Street Corp., Worcester, Mass.; WEAN, Providence, R. I.; WICC, Bridgeport, Conn.; WNAC, Boston, Mass.—Granted modification of licenses to change corporate name of licensee from The Winter Street Corp. to The Yankee Network, Inc.
- WEOD—The Winter Street Corp., Boston, Mass.; WEKY, area of Mt. Washington, N. H.; WEKX, area of Boston, Mass.; WEKZ, area of Boston, Mass.—Granted modification of relay station licenses to change corporate name from The Winter Street Corp. to The Yankee Network, Inc.
- WGTR-WMTW—The Winter Street Corp., Boston, Mass.—Granted modification of FM broadcast station licenses to change the corporate name from The Winter Street Corp. to The Yankee Network, Inc.
- The Travelers Broadcasting Service Corp., Hartford, Conn.—Placed in the pending file in accordance with Commission's policy adopted February 23, 1943, the application for construction permit for new commercial television station.

The following applications for new high frequency FM broadcast stations were placed in the pending file in accordance with Commission's policy adopted February 23, 1943:

WIBX, Utica, N. Y.; WPTF Radio Co., Raleigh, N. C.; The Associated Broadcasters Co., San Francisco; WIBM, Inc., Jackson, Mich.

- KFI-KECA—Earle C. Anthony, Inc., Los Angeles, Calif.—Denied petition for extension of licenses under Order 84-B to October 1, 1945; designated renewal of license applications of KFI and KECA for hearing, and authorized extensions of licenses pending determination of applications for renewal.
- WORD-WSPA—Spartanburg Advertising Co., Spartanburg, S. C.—Denied petition for continuance of effective date of Sec. 3.35 of the Rules insofar as petitioner's stations are concerned, for a period of 6 months from May 31, 1944 (Commissioners Craven and Wakefield dissenting).
- WRBL—The Columbus Broadcasting Co., Inc., Columbus, Ga.—Granted request for 30-day extension of time within which to satisfy the terms of the conditional grant of construction permit to install a synchronous amplifier in accordance with WPB clearance.
- WMFR—WMFR, Inc., High Point, N. C.; WGBG, Greensboro Broadcasting Co., Inc., Greensboro, N. C.—Granted petition requesting a finding that multiple ownership rule is inapplicable to stations WMFR and WGBG.
- WOWO-WGL—Westinghouse Radio Stations, Inc., Fort Wayne, Ind.—Granted petition for extension of licenses for a period of 60 days, in order to complete negotiations to comply with Sec. 3.35 of the Rules.
- WIBG—Seaboard Radio Broadcasting Corp., Glenside, Pa.—Authorized engineering department to grant further continuances of program tests for a period aggregating not more than 6 months.

In order to obtain information for the purpose of considering the practical effects of the Chain Broadcasting Regulations (Sections 3.101-3.108) which have been in effect approximately one year, the Commission authorized a request to all standard broadcast licensees for information which will permit a comparison of the distribution of network and non-network programs for a given week in April 1943 with a given week in April 1944.

## LICENSE RENEWALS

- WHKC—United Broadcasting Co., Columbus, Ohio.—Granted renewal of license.
- KWJJ—KWJJ Broadcast Co., Inc., Portland, Ore.—Granted renewal of license for the period ending May 1, 1945.
- WSAP—Portsmouth Radio Corp., Portsmouth, Va.—Granted renewal of license for the period ending December 1, 1945.
- WSM—The National Life and Accident Ins. Co., Nashville, Tenn.—Granted renewal of license for regular and auxiliary transmitter for the period ending November 1, 1946.

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

KFAR, Fairbanks, Alaska; KUTA, Salt Lake City; KTBC, Austin, Texas; WILL, Urbana, Ill.; WWNV, Watertown, N. Y.

The State University of Iowa, Iowa City, Iowa.—Granted construction permit for new station to operate on 42700 kc., 1 KW, unlimited time; special emission for FM (B4-PED-28).

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

WPEN-FM, WCAU-FM, Philadelphia; KDKA-FM, Pittsburgh, Pa.; WBZ-FM, Boston, Mass.; WBZA-FM, Springfield, Mass.

## APPLICATIONS FILED AT FCC

### 580 Kilocycles

WILL—University of Illinois, Urbana, Ill.—Authority to determine operating power by direct measurement of antenna power.

### 920 Kilocycles

WGST—Georgia School of Technology, Atlanta, Ga.—Construction permit to make changes in the auxiliary transmitting equipment.

### 940 Kilocycles

KTKC—J. E. Richmond, Percy M. Whiteside, Homer W. Wood and Visalis Publishing Co., d/b as Tulare-Kings Counties Radio Associates, Visalia, Calif.—Voluntary assignment of license to J. E. Richmond, Homer W. Wood, Percy M. Whiteside, Morley M. Maddox and Charles A. Whitmore, d/b as Tulare-Kings Counties Radio Associates.

### 730 Kilocycles

NEW—Potomac Broadcasting Corp., Alexandria, Va.—Construction permit for a new standard broadcast station to be operated on 730 kc., power of 250 watts and daytime hours of operation.

### 750 Kilocycles

KXL—KXL Broadcasters, Portland, Oregon.—Special service authorization to operate from local sunset to 11:30 p. m., PST, using directional antenna in order to broadcast baseball games.

### 1230 Kilocycles

NEW—C. H. Fisher and B. N. Phillips, a partnership, Olympic Broadcasting Co., Port Angeles, Wash.—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation.

KGEK—Elmer G. Beehler, Sterling, Colo.—Modification of license to change hours of operation on Sunday from 11 a. m. to 12:15 p. m. and 2:30 p. m. to 3:30 p. m. to 2:30 p. m. to 4:45 p. m., MST.

### 1240 Kilocycles

KFJI—KFJI Broadcasters, Inc., Klamath Falls, Oregon.—Transfer of control of licensee corporation from George Kincaid, Executor of the Last Will and Testament of John A. Kincaid, Deceased, to George Kincaid (64 shares common stock).

KAVE—Barney Hubbs, A. J. Crawford, Jack Hawkins, Harold Miller, d/b as Carlsbad Broadcasting Co., a partnership, Carlsbad, New Mex.—Voluntary assignment of license to Carlsbad Broadcasting Corporation.

NEW—Mississippi Broadcasting Co., Inc., Macon, Miss.—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation.

### 1450 Kilocycles

KNET—Palestine Broadcasting Corp., Palestine, Texas.—Modification of license to change hours of operation from daytime to unlimited.

### 1490 Kilocycles

NEW—P. K. Ewing, Jr., and F. C. Ewing, a partnership, d/b as Ewing Broadcasting Company, Jackson, Miss.—Construction permit for a new standard broadcast station to be operated on 1490 kc., 250 watts power and unlimited hours of operation.

## FM APPLICATIONS

- NEW—United Broadcasting Co., Columbus, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48100 kc. with coverage of 12,400 square miles.
- NEW—Fred Jones and Mary Eddy Jones, d/b as Fred Jones Broadcasting Co., Tulsa, Okla.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45300 kc. with coverage of 22,000 square miles.
- NEW—The Times Picayune Publishing Co., New Orleans, La.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44300 kc.
- NEW—WCBS, Inc., Springfield, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46100 kc. with coverage of 11,594 square miles.
- NEW—A. H. Belo Corp., Dallas, Tex.—Construction permit for a new high frequency (FM) broadcast station to be operated on frequency of between 43100-44300 kc.

## TELEVISION APPLICATIONS

- NEW—Radio Corporation of America, area of Camden, N. J.—Construction permit for a new experimental television relay broadcast station (reinstatement of W3XAD) to be operated on 321000-327000 kc., 500 watts power, A5 emission for visual and A3 and special emission for aural.
- NEW—Radio Corporation of America, Camden, N. J.—Construction permit for a new experimental television broadcast station (reinstatement of W3XEP) to be operated on Channel #5—84000-90000 kc., power of 30 KW peak for visual and 30 KW for aural, A5 emission for visual and A3 and special emission for aural.
- NEW—Jacksonville Broadcasting Corp., Jacksonville, Fla.—Construction permit for a new commercial television broadcast station to be operated on Channel #1, 50000-56000 kc.
- NEW—King Trendle Broadcasting Corp., Detroit, Mich.—Construction permit for a new commercial television broadcast station to be operated on Channel #2 (60000-66000 kc.).

# 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.

**David D. Doniger & Co.**, 305 Fifth Avenue, New York City, is charged in a complaint with violation of the Wool Products Labeling Act and the Federal Trade Commission Act in connection with the interstate sale of wearing apparel which it manufactures in its plants at Summit and Dover, N. J. It manufactures various kinds of sportswear at the Summit plant and sweaters for the armed forces at the Dover factory. (5157)

**Know Your Bible Company**, Roy E. Castetter, Margaret H. Castetter, Robert C. Castetter and Rosemary C. Steffens, co-partners, 317 Sycamore St., Cincinnati, and Bert Ray trading as

R & R Furniture Co. and R & R Sales Co., 666 Lake Shore Drive, Chicago, are charged in a complaint with misrepresentation and unfair and deceptive acts and practices in commerce. (5158)

## STIPULATIONS

During the past week the Commission announced no stipulations.

## CEASE AND DESIST ORDERS

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

**American Art Clay Company**—An order to cease and desist from violation of the Robinson-Patman Act in connection with the sale of educational supplies such as chalk, crayon, paint sets and art materials has been issued against American Art Clay Co., Indianapolis. (5094)

**Bausch & Lomb Optical Co.**, Rochester, N. Y., has been ordered to cease and desist from certain misrepresentations in connection with the sale of spectacle lenses. (4903)

**Belt Oil & Chemical Corp.**, 1265 Broadway, New York, Ernest Buchbinder and William Blitz as its officials, and Philip M. King, Jr., Stella King, Lila King and Lillian McKinley, copartners trading as Overman & Co., 9 Rockefeller Plaza, New York, in connection with the sale and distribution of a product sold under the trade name "Rubber-Life" has been ordered to cease and desist from misrepresentation of the properties of the product. (4973)

**Howard J. Force**, former president and manager of the Scientific Manufacturing Co., Inc., and presently a partner in The Force Co., 425 Prescott Ave., Scranton, Pa., both of which concerns were found to be directed and controlled by him, has been ordered to cease and desist from misrepresentation of the therapeutic value of medicinal preparations designated "Pheno-Isolin," "Pheno-Isolin Ointment," represented as effective antiseptics and germicides, and "Dialin," represented as an effective treatment for diabetes. (4482)

**Imperial Drug Exchange, Inc.**, trading as Dupree Medical Co., 20 East 17th Street, New York City, and its president, Abraham Parodney, has been ordered to cease and desist from misrepresenting the therapeutic value and safety of preparations they sell under the names "Dupree Brand New Formula Pills" and "Dupree Pills, Double Strength, New and Improved Formula." (5094)

## FTC DISMISSES COMPLAINT

The Federal Trade Commission has dismissed without prejudice its complaint charging H. M. Manheim & Co., Inc., 87 Nassau Street, New York City, with misrepresentation in connection with the sale at retail of jewelry, silverware, luggage and giftware. The complaint charged that the respondent company had made misleading representations in its catalogs and price lists which were designed to induce the erroneous belief that it is a wholesaler or distributor selling to groups and individuals at lower prices approximating those at which retailers buy the same or comparable merchandise at wholesale.

The Commission ordered dismissal of the complaint after it appeared that the respondent had expressed its intention, in writing, of complying with the trade practice conference rules promulgated by the Commission for the catalog and giftware industry on December 23, 1943, and had furnished satisfactory evidence in respect of such intention.



### RADIO BILL IN COMMITTEE

A revised bill amending the Federal Communications Act has been submitted for the consideration of the Senate Interstate Commerce Committee by Senators Wheeler and White. Both of the sponsors stated that they are not in entire agreement on certain provisions of the bill.

Copies of the bill have been made available to members of the NAB Legislative Committee which will hold a two-day session in Washington on Monday and Tuesday, the 29th and 30th. The Committee will formulate a statement of its views regarding the various provisions of the proposed law. Chairman Don Elias has been assured by Senator Wheeler, as well as other Interstate Commerce Committee members, that full consideration will be given to any suggestions made by this Committee on behalf of the industry.

### WJJD STANDS PAT

Following the hearing before the Panel appointed by the Regional War Labor Board in Chicago to hear the arguments in the labor dispute between AFM Local No. 10 and Radio Station WJJD, union officials sought to re-open negotiations with the station. The hearing was held on Wednesday (17) and on Friday the union officials met with Manager Ralph Atlass and his attorneys. New demands made were that the station employ 8 staff musicians and 6 record turners. This the station declined to do and renewed the offer made prior to the strike. This involved a three-year contract under which the station would employ 11 musicians the first year and 12 during the second and third years. All such employees would be available for use as musicians or as record turners.

The new negotiations were held with full knowledge and approval of the War Labor Board Panel with the understanding that if an agreement was reached the Panel would be dissolved. However, no decision having been reached, the Panel will continue with the case and make its report and recommendations to the War Labor Board.

### HOW TO MENTION FEDERAL EXCISE TAX IN RETAIL RADIO ADVERTISING

The May 5 issue of NAB REPORTS (page 145) carried a summary of an amendment of the OPA order regarding the Federal Excise Tax. The story appeared under the heading, "RETAIL RADIO ADVERTISING MUST STATE TAX SEPARATELY."

Since that advance release, a further interpretation has been placed on the provision "that the amount of the tax must be separately stated in radio advertisements, as well as in printed advertisements." This has now been interpreted as follows:

"(1) Advertising. All advertisements which state prices must separately state the tax for every item covered by this order in one of the following ways:

"(i) You may state your price exclusive of tax, but indicate in the advertisement that the purchaser will have to pay a tax in addition to the price."

(When prices quoted do not include tax, the words "plus tax" are sufficient but necessary and must be included. *The amount of the tax need not be stated.*)

"(ii) You may state the total price inclusive of the retail Federal excise tax with a notation following the price that the price includes the 20% retail Federal excise tax. A statement in the following form is sufficient: Price \$1.20, 20% tax incl. A statement 'tax incl.' which does not state the percentage is not sufficient.

"(iii) You may indicate somewhere in the layout or the announcement that the prices for sales of designated items covered by this order include 20% tax."

### SMALL MARKET STATIONS COMMITTEE EXAMINES STUDY OF GROUP SELLING

"For the vast majority of small market stations," declared Marshall Pengra of KRNR, Roseburg, Oregon, Chairman of the NAB Small Market Stations Committee, "group selling of five, seven, ten or more stations at one time offers the best approach to increased national advertising." Mr. Pengra's statement followed a two-day meeting of the Committee at the NAB headquarters in Washington on May 22 and 23.

During the day and night sessions, the Committee examined and analyzed a preliminary study of small market station coverage prepared by the NAB Engineering and Research Departments. For the purposes of the study, a small market station was described as being located in a community of less than 50,000 population, outside the geographic limits of metropolitan districts as defined by the U. S. Census, and operating with less than 5000 watts power. Under this definition, 379 standard broadcast stations were classified as small market stations.

The preliminary study revealed that such stations cover a substantial percentage of all radio homes, the actual percentage varying from 3.83% for such densely populated areas as Connecticut to 81.71% for such predominantly rural areas as Kansas. Detailed figures by states will be incorporated in a presentation to be made during the NAB War Conference in Chicago from August 28 to 31.

The Committee also discussed the technical problems of these stations and agreed that broadcasters employing eight or less persons are generally overstaffed technically, resulting in too few production people and salesmen. Because of the relation of the manpower problem to this phase of small market station operation, the Committee decided to table the subject for continued study and future consideration.

During the opening session, the Committee invited Cap-

*(Continued on page 168)*



THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON 6, D. C. Phone NAional 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, *Director of Public Relations*; Howard S. Frazier, *Director of Engineering*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

### SMALL MARKET STATIONS COMMITTEE EXAMINES STUDY OF GROUP SELLING

(Continued from page 167)

tain Morgan D. Wheelock, Chief of the Placement and Education Branch, Personal Affairs Division, to outline the Army Air Force rehabilitation program. The Committee visualizes the possibility of small market stations providing training courses for AAF physical medical discharges. Since such stations have long served as training grounds for announcers and operators, many of whom have moved on to the larger stations and networks, the proposed training program might well make a substantial contribution to the rehabilitation of World War II veterans.

In the discussion, members pointed out that such physical medical discharges with only one leg or one arm might be capable of earning a good living in broadcasting. Captain Wheelock believes that a sufficient number of cases will be available within two or three months to permit detailed planning of the program.

Although highly critical of the Office of War Information at its meeting in Washington on June 9 and 10, 1943, the Committee this time invited John D. Hymes, Director of Stations Relations for OWI, to attend in order that it might thank this agency for steadily improved service in the provision of government programs of war information, and for making such service available for local sale. In fact, the Committee passed unanimously a resolution of appreciation and thanks.

In a review of FCC Order No. 120, amending Section 3.407 relating to mechanical records, the Committee expressed the opinion that the revised rules and regulations fail to solve the problem of too frequent repetition of the words "recorded" and "transcribed." The members generally believe that there is now no need to identify transcribed announcements as such, but that programs of five minutes' duration or longer should be so announced not less frequently than once each hour.

Although there was an extended discussion of the desirability of having a Small Market Stations Director on the NAB staff, the Committee decided to defer a request for such representation until a later date. Meanwhile, it urged small market stations to make fuller use of the facilities and personnel already established at the headquarters of the trade association.

At the request of the Committee, Howard S. Frazier, NAB Director of Engineering, outlined developments in FM and television and reviewed the work of several of the RTPB panels. As a result of the meeting with Mr. Frazier, the Committee has addressed a formal request to Panel 4 (standard broadcast) to study ways and means by which small market stations can increase their nighttime coverage through a reduction of co-channel and adjacent channel interference. The Committee also requested Panel 4 to investigate the desirability of revising the qualifications and requirements for various classes of licenses and for various classes of stations.

The Committee also requested J. Harold Ryan, NAB President, to appoint a District Chairman in each of the seventeen NAB Districts. These are expected to be announced in a few days.

To acquaint the industry with the manifold problems of small market stations, the Committee has requested one hour during the forthcoming NAB War Conference. Tentative plans have been outlined for a dramatic presentation of the part that such stations play in the radio listening and community life of the areas they serve. To review the presentation and the problems it covers, the Committee plans another meeting just prior to the NAB membership gathering in Chicago.

The meeting in Washington this week was attended by Chairman Pengra, James R. Curtis, KFRO, Longview, Texas; Robert T. Mason WMRN, Marion, Ohio; William B. Smullin, KIEM, Eureka, California; and Lewis H. Avery, NAB, who served as secretary. Fred Schilplin, KFAM, St. Cloud, Minnesota, and James W. Woodruff, Jr., WRBL, Columbus, Georgia, were unable to attend.

### FCC WARNS NETWORKS

The Federal Communications Commission has sent the following letter to all national and regional networks:

"The Commission is informed that certain of the major networks have recently advised their affiliates of new policies concerning the availability of network programs for FM broadcasting. Certain provisions in the new affiliation contracts with standard broadcast stations relative to the network affiliation of FM stations owned or operated by the networks' affiliates have also been noted.

"The Commission's Report on Chain Broadcasting, dated May 2, 1941, states (p. 3, footnote 11):

'Similarly, the appearance of network broadcasting in the frequency modulation (FM) field will merit careful study by the Commission.'

"and the Commission's Regulation 3.261 (c) provides:

'Sec. 3.261—Minimum operating schedule: service.—  
(c) In addition to the foregoing minimum requirements, the Commission will consider, in determining whether public interest, convenience, and necessity has been or will be served by the operation of the (FM) station, the extent to which the station has made or will make use of the facility, to develop a distinct and separate service from that otherwise available in the service area.'

"The Commission would appreciate receiving from you at this time a full statement of your present policies and methods of operation relative to FM broadcasting, together with an outline of your plans for the development of and future operations in this field. Any comments you may care to make indicating the extent to which your present and proposed policies and operations conform to the policy of the Commission's Chain Broadcasting Regulations and Regulation 3.261 (c) will be welcome.

By direction of the Commission,

T. J. SLOWIE,  
*Secretary.*"

### COHEN TO LONDON

Philip H. Cohen, for the past two years associated with the Radio Bureau of the Domestic Branch of War Information, and who resigned as chief of that Bureau recently, has joined the Overseas Branch of OWI. He is scheduled to leave soon for London where he will take up his duties as Director of the new American Broadcasting Station in Europe—ABSIE.

This station started operation on April 30. It is through ABSIE that the psychological warfare activities will be conducted and Cohen will cooperate closely with General Dwight D. Eisenhower, Commander of Allied Forces. At present ABSIE is broadcasting 8½ hours daily in 6 different languages but this output will be greatly increased with the start of the European invasion. The station will

send messages to the underground, relay instructions from military headquarters and will be coordinated with the British broadcasting stations in the dissemination of general news and information in support of the armed forces.

Mr. Cohen, a Harvard graduate, takes to his new post in London a background of splendid experience in the field of radio.

### SMITH IS NEW TREASURY RADIO CHIEF

Robert J. Smith is the new Chief of the Radio Section, War Finance Division, Treasury Department, Washington.

He was installed at 9 o'clock Monday (22) morning with the simple ceremony of taking off his coat and going to work.

"Bob" Smith began his radio career on WFAS, White Plains, N. Y., when it was a hundred watt station. There he learned how to do personally most of the things it takes to keep a local station strong. After White Plains his next stop was WNEW, New York; then to WOR and later on MBS.

His eight years in radio were superimposed upon five years experience in business for himself in merchandising, advertising and sales counseling.

At WOR Mr. Smith was a member of the station's Sales Committee and a member of the "Million Dollar Club." At the Network he was an account executive, a post at MBS which requires a firm knowledge of programming, research and planning.

He still keeps his hand in script writing, when time permits, and has produced over 150 scripts that have been heard over WOR or MBS.

## Ship 5 & 15 Min. ETs for 5th War Loan

### Treasury Lists 5 Bond Days

Shipment of the first batch of Treasury 5-minute Songs for Today and 15-minute Treasury Salutes, for sustaining or sponsored use during the 5th War Loan campaign, is being made today. These transcriptions should reach all stations on or about June 1.

The first program in the series of four 30-minute non-sponsorable shows will be next to reach stations.

If the first batch of 5-minute and 15-minute platters fails to reach stations by Monday morning, June 5, it is suggested that stations wire:

Robert J. Smith, Chief, Radio Section  
War Finance Division  
Treasury Department  
Washington Building  
Washington 25, D. C.

### "Four for the Fifth" Series

Arch Oboler and William N. Robson will write and produce the four 30-minute radio plays. Cast will include top ranking radio, stage or screen talent. These may not be sponsored. Titles are:

- Program #1—"Surrender"  
by Oboler
- Program #2—"High Command"  
by Robson
- Program #3—"I Want to Go Back"  
by Oboler
- Program #4—"E Day"  
by Robson

Ted R. Gamble, national director of the War Finance Division, characterized this dramatic series as "the toughest, hardest-hitting war stories yet told to the American people."

### Five Bond Days

The schedule of bond days during the 5th War Loan, as announced by the Treasury, are:

- NBC, June 13
- MBS, June 17
- CBS, June 20
- Independent  
Station Day, June 22
- Blue, June 24

It is recognized by the Treasury that it may not be feasible for all non-affiliated stations to observe June 22 as "Independent Station Day." Treasury understands that some other day, during the course of the 5th War Loan, may be preferable. However, only by designating a particular day as "Independent Station Day," was it possible to recognize such stations as a group.

### MORE THAN FIVE HUNDRED PHOTOGRAPHS SENT IN FOR PUBLIC RELATIONS BOOK

Thanks to the generous response of station managers and promotion men and women throughout the industry, NAB now has on hand more than five hundred photographs illustrating a select list of public relations subjects for the forthcoming book, "Management in the Public Interest." Subjects were outlined in a special bulletin April 25.

### Still Time to Send Photos

There is still time to send in your best photographs covering these subjects. Selection has barely begun and several weeks will be required to classify and grade those on hand. Send them to Willard D. Egolf, National Association of Broadcasters, 1760 N St., N.W., Washington 6, D. C.

### FIFTH WAR LOAN SALES PORTFOLIO

With this issue of the NAB REPORTS is enclosed a special Broadcast Advertising Bulletin regarding the Fifth War Loan. There is also included a Sales Portfolio to help you sell local advertisers on an even greater use of broadcast advertising to support this nationwide drive. Be sure this material reaches those in your organization who can put it to work immediately. Extra copies of the Sales Portfolio are available—wire or write for as many as you need.

## **"WAR CONSCIOUS COPY" BEING SUPPLIED NAB BY STATIONS**

"War conscious copy," which means continuity taken from station files that illustrates the originality of local broadcasters in promoting the war effort, is wanted by NAB.

This copy, relating only to local efforts and not connected in any way with OWI assignments, will be bound as a permanent war record for the industry. *NAB already has the OWI records on hand.*

A special bulletin of May 19 explained the request in detail and gave some samples of "war conscious copy." Stations are asked to send their samples to Arthur Stringer, Secretary, NAB War Committee, 1760 N St., N.W., Washington 6, D. C.

## **"D" DAY PRAYERS OVER WROK**

Prayers for our fighting men in the invasion of Western Europe have been recorded by prominent ministers of Rockford, Ill., and will be broadcast by station WROK on "D" Day and the first six days thereafter.

Representing all faiths, the prayers are one minute in length and will be used on WROK's 12:15 p. m. and 6 p. m. news broadcasts. Fourteen different pastors are participating.

## **WRVA CAMPAIGN PRODUCING "SMOKES FOR OUR WOUNDED"**

(From the WRVA News Bureau)

Since December, 1943, when WRVA's "Smokes For Our Wounded" Drive was originated, public enthusiasm has gathered momentum to such a degree that, at this writing, hundreds of "packs for the men on their backs" are arriving weekly at our studios in Richmond and Norfolk, Virginia. Cartons come from many states; from schools, colleges, clubs, church societies and from individuals of all walks of life. Many of these contributors, individual or collective, pledge a given amount of cigarettes each week, assuring a steady flow from them, via WRVA, to government hospitals in the Old Dominion.

Theaters in Richmond, Norfolk, Portsmouth and other cities, are cooperating whole-heartedly. Placards and receptacles are stationed in the lobbies to solicit contributions. Department stores and banks make room for window and lobby displays of pictures, which bear graphic testimony to the efficacy of the Drive—Coast Guard shots of some of "our wounded," lying in their beds and smiling gratefully as a Grey Lady, or Wave or Wac, or Red Cross Nurse hands them their special pack on which is a small red, white and blue sticker bearing the salutation "Good Luck from Listeners of WRVA."

Joe Brown, originator and emcee of "Smokes For Our Wounded," has worked indefatigably to keep public enthusiasm at white heat. On his Tuesday night "Okay, America!" show, his Saturday morning "Radio Gang" of talented youngsters, and the twice-weekly "Victory Mothers" shows, the call goes out to listeners, "Keep those smokes rolling in, folks! Remember, now our boys are back, and *on* their backs, now's the time to let them know you haven't forgotten them. WRVA is going to continue to gather smokes for our wounded just as long as there is a wounded man who wants the comfort of a smoke. So, keep on sending in that extra pack" . . . etc.

Saturday afternoon's "Smokes For Our Wounded" program is designed both for the men in hospital and contributors to the Drive. Joe Brown emcees recorded music, request numbers from "our wounded," and entertains with live talent, as well.

Saturday night's "Okay, America" shows 'are devoted entirely to the men in hospitals, and emanate from one of the wards of a naval or military hospital in the Tidewater section. For a half hour before the show goes on the air, Joe Brown and his troupe of entertainers—pretty girl singers and dancers, comedians, instrumentalists, gagsters and so forth—amuse the patients, some of whom lie quietly on beds of suffering, others push around in wheel chairs, and still more fortunate men up and "on their two feet."

When "Okay, America" goes on the air, it is given over entirely to these wounded servicemen, many of whom are eager to try their talents at the mike. One man may feel impelled to sing a tune he's very fond of; another wants to say a word to "the folks back home"; a funny story or a bit of doggerel from another "buddy" sets the ward off in guffaws of laughter; one lad has a harmonica and knows how to use it; and without exception, each of these fellows adds 'an appreciative word, heartfelt and unrehearsed, for WRVA and its listeners.

When the Hunter McGuire General Hospital in Chesterfield County, Virginia, opens its doors to wounded men, WRVA will be right there, ready to divert and entertain "our wounded," heroic young patients. And our listeners will be eager and anxious to send that "extra pack for the boy on his back."

## **WJAG SERVES IN EMERGENCY**

A flash flood of the North Fork River broke into the business section of Norfolk, Nebraska, in the early morning hours of May 12. For several days prior to the flood Radio Station WJAG had broadcast warnings of the impending danger. The emergency signal was sounded at 3:45 in the morning and Manager Art Thomas went to his office in the basement of the Hotel Norfolk and proceeded to assemble his operating crew. He was forced out of his office by inrushing waters but established headquarters in the Mezzanine floor studio. Announcers were prevented by the flood from reaching the studio but proceeded to the transmitter which is located on a hill and started broadcasting at 4:17 in the morning.

The flooding of the telephone building put all phones in Norfolk out of order and the telegraph office was isolated. Radio Station WJAG was the only means of getting information and instructions to the people from the Red Cross, American Legion, city and state officials. Appeals were made over WJAG to listeners in Omaha to notify KOWH and two-way communication was established. This was maintained for two days and was the only means of outside communication.

Most of the station's records were destroyed, all the furniture was ruined but the typewriters and steel filing cabinets were salvaged.

Hundreds of warnings, appeals, and reports were made. Any person interested in getting a digest of these may obtain them from the station.

This is another story of outstanding service which a local radio station has made to the community.

## **LIBRARY ASSOCIATION SPOTS**

The following item from the American Library Association Bulletin of May is of particular interest to those conducting women's programs in radio stations:

The American Library Association is sending spot announcements on the services of public libraries to 750 women directors of radio programs, in cooperation with the National Association of Broadcasters. The 750 directors have agreed to adopt the topic "The American Home" as a theme for special emphasis in May and June, and they will use the spot announcements, together with those submitted by other national organizations, during that period.

A covering note enclosed with the library plugs suggests that the radio program director consult the local library before using them, in order to adapt rather generalized statements to the local situation. Since the local library has a major interest in making this publicity effective, it might be worth while for the librarian to visit the radio station and express an interest in knowing more about the American Home Campaign.

If the station does not happen to be one of those cooperating and can be persuaded to use spot announcements about libraries, a set may be obtained from the Public Relations Division, American Library Association, 520 N. Michigan Ave., Chicago 11.

## WHEELER-FLY HAIL RADIO

Senator Burton K. Wheeler (D.-Mont.), Chairman of the Senate Interstate Commerce Committee and also of the Joint Committee on the Centennial of the Telegraph, delivered an address at the exercises held in the Capitol Rotunda on Wednesday (24). Following are Mr. Wheeler's remarks:

### The Future of Communications

We have met here today to commemorate an epochal event in the lives of mankind and to pay honor to the memory of a great man. The event was the first important public demonstration of the wire telegraph; the man was SAMUEL F. B. MORSE, a New England Yankee who preserved through the years of adversity to accomplish his objective. Just one hundred years ago this morning, in a room below us in this Capitol and before distinguished men and women of that day, MR. MORSE tapped out, fittingly enough, a verse from the Bible—"What hath God Wrought." Forty miles away in Baltimore, his co-worker, Alfred Vail, received the message.

It is particularly appropriate that the commemorative ceremonies take place here for it was a Congressional grant of \$30,000 which enabled that first telegraph line to be constructed.

This was a major achievement in the use of electricity. It paved the way for the oceanic cables, for the telephone, and the radio. It created world-wide interest in that little-known force—electricity—and is largely responsible for the amazing electrical world in which we live—and for the even more amazing electronic wonderland of tomorrow.

But even more important, I believe, was the economic and social impact of this new, speedy method of communication. Nowadays, all of us take telegraphing or telephoning across the country or around the world as a matter of course. To me it is important to remember that only eighty-four years ago our citizens still looked upon the pony express as a new wonder of the world. In Europe and in America, carrier pigeons and semaphore posts were agencies of what was regarded as speedy communication.

The telegraph brought our Republic together; it permitted citizens to know what men thought and what they were doing elsewhere. It implemented the economic and industrial development of our own Nation and of the world.

The past is history and history is only a prelude to tomorrow. What then, may we expect from this new art which is still only in its infancy?

First, let us consider communications—the business of getting information from one to another quickly. After all, a motivating force behind MORSE was the fact that word of his wife's death in New Haven did not get to him here in Washington until seven days after her funeral.

Avoiding technical details, there are two basic means of telegraphic communication—over wires and over the ether without wires. The latter—which we know commonly as wireless or radio—was made possible by the development of the vacuum tube. It is a newer art, a refinement of communication by wire, but it has not outmoded wire communications. Both are in use today; both will be in use side by side because each has a function to fulfill.

But communications—written or spoken words, music,

pictures, and even your own handwriting—can be and are transmitted over vast distances by both means.

For example, it is now possible to send hundreds of simultaneous messages over one pair of wires—a few years ago only two or four messages could be sent at once. Remember when every town and the countryside had poles with hundreds of wires? If it wasn't for that development, it would require a forest of poles for all the wires that would be necessary to carry today's amount of communications. Another device permits not only many simultaneous messages to be sent over land and ocean but to send them in a steady, uninterrupted flow so that the conductor is used to maximum capacity. Still another device allows the sending of messages over a conductor which is used for another purpose—for example a high power line carrying vast amounts of electric power from one area to another can be used to transmit messages without interfering in any way with the normal use of the wire.

Already in use is a device which enables you to drop a message or a picture into a box, much as you drop a letter into a mail box. In the cabinet your message is scanned by an electric eye and is transmitted in your own writing to a central receiving point for subsequent transmission to its destination. Actual facsimiles of important papers in the sender's own writing are now transmitted across continents. Right now in China—for example—that system is followed by our Army to avoid delay and difficulty in transmitting Chinese characters.

Everyone knows of the teletype—that amazing electrical typewriter so widely used here and abroad to facilitate the transmission of lengthy correspondence.

At this very minute in New York a press service using radio telegraph is picking up more than 400 words per minute from Moscow—and last night Moscow was receiving 200 to 300 words a minute from us. A metropolitan newspaper using radio telephone, talked with Australia at the rate of 250 words per minute and this morning we read the story.

Not only words, but pictures of battle scenes on the Russian front, the Italian front, the South Pacific—come flowing in every minute of the day. Our ships in the far reaches of vast oceans are in instant and constant communication with their bases, or with one another if it is desirable or necessary. Our airplane pilots, bombing enemy targets, talk with one another, or with their commanding officer on a carrier hundreds of miles away. They are guided in to landings, on hidden jungle airfields or on board ship—by radio devices. Through radio, navigation has become so exact a science that vessels will not miss a designated point by 100 yards. Through radio we know far in advance not only of the approach of a fleet of warships or of airplanes, but how many, what kind, and their exact location from minute to minute. A commanding officer may give orders to his troops which at the very moment are engaging the enemy over an area too large for visible signal communication.

But I am beginning to talk about things that are better left unsaid now—these and many other devices so amazing that ordinary minds cannot comprehend their wonders—are actually in operation today—now. They will affect and perhaps change the lives of all mankind after this war.

Perhaps here we should take a glimpse into the future of this electronic fairy land. Mail sorted and distributed by electric automatons; automobiles protected from accidents at dangerous crossings by electric eyes; railroad train crews always in full communication with each other and with the dispatcher; railroad trains protected by automatic stopping devices; automatic automobile driving on main cross-country highways by means of a master pilot; electric eyes which unfortunately for some of us—tell police stations for ahead just how fast the driver is going; facsimile newspapers and television newsreel scenes not only in the home but even in the automobile as we drive along; the transmission of electric power, not by wire, but by wireless; cooking and heating homes by radio; the processing of metals and plastics by heat induction through radio; even the production of electric power from the sun through use of vacuum tubes.

All of these things are not only possible;—many are already accomplished, practical working facts. Only a few

are still in the experimental stage. And all this, mind you, is only the beginning!

I have touched on the future development in this industry for one important purpose—I am firmly of the opinion that it makes clear that a new world is opening up before us and succeeding generations;—a world in which there will be the greatest economic opportunity for men who have the courage and intelligence to cope with its problems.

Those jeremiahs who preach of an already finished economy, of an age which must adjust itself to a worn out industrial economy, are blind to the facts. They are the descendants of those who called MORSE a crank and a fool one hundred years ago, and laughed at his financial backers as having wasted their money.

But this new world is not going to put a roof over our heads or bread in our mouths while we sit idly by doing nothing. No, it will require patience and cooperation and hard work by all men, but it is full of opportunity for those who wish to make something of it for themselves.

What is important is that communications and other new industries will afford millions of jobs for our young men who will come back from the war anxious for a secure economic existence. These industries will bolster our economy and strengthen our social and economic structure if we today have the intelligence to prepare for their advent with sound governmental policies—policies which will encourage the maximum of development by private enterprise, but without permitting such new developments as television and facsimile to become the private monopoly of either a few individuals in a nation or of any particular country.

The life of SAMUEL MORSE, whom we honor today,—this man who was fifty-two years old before he achieved his goal after years of struggle, must give all of us renewed courage and faith in our own personal futures and the future of our country.

Let us follow the precept of the great Justice Holmes—“Have faith and pursue the unknown end.”

James Lawrence Fly, Chairman of the Federal Communications Commission, spoke on the topic of “World Communications of Tomorrow” in a talk over CBS on Tuesday (23). His remarks follow:

### World Communications of Tomorrow

On May 24, 1844, after twelve years of effort, Professor Samuel F. B. Morse completed his first practical demonstration of the telegraph. On that day, his now famous message, “What Hath God Wrought?” was tapped out in the Nation’s Capitol and sped over the wire to Baltimore. Tomorrow, a century later, in the rotunda of the capitol building, and at other places throughout the land, Americans will pause to pay tribute to the memory of Professor Morse and his great invention.

From earliest days, men have searched for better means of communication. The war-drum and tom tom of savage peoples, the smoke-column of North American Indians, horn-blasts, signal fires, carrier pigeons, fleet-footed messengers and semaphore signalling are eloquent testimony in support of this fact. Over a thousand years before the birth of Christ, Agamemnon arranged a system of beacon fires in order that he could flash news of the Trojan victory from Asia Minor to Greece. Gradually men learned that human messengers are swift but birds are swifter; sound waves are fast, but light waves are faster. And finally in the 19th century, Morse demonstrated that instantaneous communication was possible.

Proof that man craves to communicate with other peoples is the fact that we have in use today all the types of communication that have ever received popular approval. While the Army now has its walkie-talkie and all other modern means of swift communication, runners are still dispatched from front positions to the rear; Western Union utilizes a veritable army of human messengers, some on foot and some on wheel; horn-blasts are commonly used by ships in a fog; other sound devices, light signals, carrier pigeons and semaphore are still used for various types of communication. Men have never abandoned a successful system; they have simply added new ones. However, by far the greatest number of fast communications today are

carried by one of the many devices utilizing electrical energy for its power.

Professor Morse was the first to harness electricity for communication purposes. In fact, his electro-magnetic telegraph—as he called it—was the first great electrical achievement. From it have come the landline telegraph system with 33,000 telegraph offices and agency stations serving 90,000 points in this country alone; the ocean cable system with 350,000 miles of cable line connecting the various continents; a system of point-to-point radio communications connecting many important cities throughout the world; radio broadcasting, which makes it possible for you to hear me tonight, and the telephone with over 26,000,000 stations in the United States to say nothing of the rest of the world. All these forms of modern communication use electricity to do their work. This is of particular interest to me because the jurisdiction of the Federal Communications Commission extends over all forms of communication by electricity.

In the early days of electrical communication, equipment consisted chiefly of the Morse key and sounder. Operators could send only one message at a time over each wire, at the rate of thirty words per minute. Today, the modern teleprinter has replaced the key and sounder. It is now possible to send over 250 messages at once over a single pair of wires. Efficient operators transmit at the rate of 75 words per minute. By use of modern multiplex and carrier system methods, it is possible to achieve a word-volume capacity from 250 to 1,000 times as great as was possible with early equipment. By a transmission process called facsimile, pictures, diagrams and tables can be scanned and sent over the wires. Similar advances have been made in our cable, radio and telephone systems.

It is interesting to note how many of Morse’s original ideas, at first thought impractical, are back in use today. His first receiver made pencil marks on a tape. Today, after 60 years of reception by ear, the industry has developed and adopted the teleprinter which records the message on a tape. Morse originally planned to plow his line underground but failure properly to insulate forced him to rely upon an aerial system with his wires strung on poles. Today, after 100 years of overhead lines, the trend is to cables plowed directly into the ground with a specially designed plow similar to that invented by Ezra Cornell and used by Morse. The original telegraph transmitting and receiving apparatus, designed by Professor Morse, was fully automatic—a crude forerunner of the present day teleprinter. And that early equipment used by Morse to send his message from Washington to Baltimore will be placed in use again tomorrow to send the same message over the same route.

No story of communications would be complete unless something is said of the service our communication systems are performing in the war. There have been many wars since man began recording his deeds and it has been during the war season that men have made the greatest use of the existing system of communications.

In 429 B.C. when the Spartans executed an attack on Salamis, the warning was flashed to Athens by fire signals. In 1588, when the Spanish Armada approached England, thousands of fire beacons were lighted along the coast to apprise the population of the danger. It was after receipt of a lantern signal from a Boston churchtower, that Paul Revere began his famous ride to “spread the alarm.”

In war it is highly desirable to know where both your friends and enemies are, and what they are doing. In a military enterprise, the chain of the commanders of far flung forces is no stronger than its weakest communication link. Victories have been achieved due to superior communications. But, in spite of the ingenious use of communications during wartime from the dawn of history, armies were still relying upon very crude methods at the time Morse invented his telegraph. During the Mexican War the Army relied almost entirely upon semaphore signalling for fast communication. Even during the early days of the Civil War, when McDowell advanced to fight the battle of Manassas, he had no field telegraph, and the only sign given or received was the signal gun announcing that the attack should begin. Shortly thereafter, civilian telegraph operators were called to Washington and before the war was over, armies in the field from Appomattox to

Arkansas were constantly informed of one another's movements. The Spanish American War and the First World War likewise spurred the development of fast communications.

Today, with our nation again at war, we pause to take a look at the job our communication companies are doing. The telegraph company alone is handling more than 200 million messages a year and, of course, there are millions of telephone calls that daily speed over the wires. Largely by the use of equipment developed and personnel trained by the communications industry, the Army Signal Corps has built a communications system that covers the globe. An army operator punches out a message on a typewriter keyboard in one part of the world and 4,000 miles away another typewriter automatically records the message. The volume of words is said to be far greater than that sent by commercial companies before the war.

Important as these activities are, I do not wish to leave the impression that our great communication systems are primarily instruments of war. Their military value is inestimable, but they can be as great a force for peace. A system that will provide efficient and cheap communication is essential to the development of trade and the spread of a nation's culture. It is also essential to complete understanding among the people of the world and it is doubtful that any world organization can long keep the peace without the free flow of ideas and honest news among nations.

Last November, I outlined five things sorely needed in the field of international communications. They were and are:

- (1) A uniform rate for all messages throughout the world in all directions
- (2) A low rate of a few cents per word to any communications gateway in the world.
- (3) Instantaneous communication between all important areas on the globe
- (4) Uniform and low press rates throughout the world, and, finally
- (5) Complete freedom for all peoples of the world to communicate directly with each other.

Today, there are hopeful signs throughout the land that America will come forth with a coordinated effort to do her part in achieving these ends. Congress has long been interested in communications problem. It was an American Congress in 1843 that appropriated \$30,000 to enable Morse to construct a line for his famous demonstration a century ago. Another American Congress, by passing appropriate legislation, made possible the merger of the United States domestic telegraph carriers. Five globe circling U. S. senators helped to focus public attention upon many unfavorable communication conditions that exist today throughout the world. Just recently, the United States Senate passed a resolution, introduced by Senator Wheeler, providing for a study of international communications with a view to fixing a national communications policy and checking the desirability of merging American carriers serving in the international communications field. The Senate Committee on Interstate Commerce has already begun that study and has announced that it will hold public hearings in the near future.

Professor Morse could never have fully visualized the present day developments in the field of electrical communication. However, he must have realized that great benefits to mankind would result from his invention. Many of those benefits and others which have flowed therefrom are full upon us. It is our responsibility and our duty to insure their world-wide operation to constructive ends.

## Federal Communications Commission Docket

### HEARING

No broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, May 29th.

## Federal Communications Commission Action

### APPLICATIONS GRANTED

Texas Star Broadcasting Co., Houston, Texas.—Granted petition for reinstatement and conditional grant of application for construction permit (B3-P-3006) for a new station to operate on 1230 kc., 250 watts, unlimited time, in accordance with Commission's policy of January 26, 1944.

Ernest H. Carroll, Virginia B. Carroll, James S. Beaty, Jr., and William C. Beaty, d/b as York County Broadcasting Co., Rock Hill, So. Carolina.—Granted construction permit for new station frequency 1340 kc., 250 watts, unlimited time, subject to conditions provided in Commission's policy of January 26, 1944 (B3-P-3591).

KOBH—Tri-State Milling Co., C. A. Quarnberg, E. F. Gronert, P. R. Quarnberg, George E. Bruntlett and William McNulty (Transferees), Robert J. Dean (Transferee), Black Hills Broadcast Co. of Rapid City (Licensee), Rapid City, S. Dak.—Granted consent to transfer of control of Black Hills Broadcast Company of Rapid City, licensee of station KOBH, from Tri-State Milling Co., C. A. Quarnberg, E. F. Gronert, P. R. Quarnberg, Geo. E. Bruntlett and William McNulty, to Robert J. Dean, comprising 100 shares of common, 111 shares of non-voting preferred stock and \$6,000 of subscription rights of the latter, for the sum of \$32,000 (B4-TC-369).

KMJ—McClatchy Broadcasting Co., Fresno, Calif.—Granted renewal of license for the regular period.

### LICENSE RENEWALS

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

KFQD, Anchorage, Alaska; KFRC and auxiliary, San Francisco; KFSD, San Diego, Calif.; KGHL, Billings, Mont.; KOAC, Corvallis, Ore.; KSAC, Manhattan, Kans.; KWFT, Wichita Falls, Texas; KWTO, Springfield, Mo.; WDBO and auxiliary, Orlando, Fla.; KSD, St. Louis, Mo.; WDAF, Kansas City, Mo.; WROL, Knoxville; WKZO, Kalamazoo, Mich.; WMAL, Washington, D. C.; WMUR, Manchester, N. H.; WOW, Omaha, Neb.; WPIC, Sharon, Pa.; WSVA, Harrisonburg, Va.; WTAR and auxiliary, Norfolk, Va.; WTMJ and auxiliary, Milwaukee; WPRO and auxiliary, Providence, R. I.; WQAM and auxiliary, Miami, Fla.

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

KFYR, Bismarck, N. Dak.; KFQD (auxiliary), Anchorage, Alaska; WAYS, Charlotte, N. C.; WIBW, Topeka, Kans.; WSGN, Birmingham, Ala.; WTAG, auxiliary and emergency auxiliary, Worcester, Mass.; WWNC, Asheville, N. C.

KDB—Don Lee Broadcasting System, Santa Barbara, Calif.—Granted renewal of license for the period ending December 1, 1945.

KFBI—The Farmers and Bankers Broadcasting Corp., Wichita, Kans.—Granted renewal of license for the period ending May 1, 1945.

WBAM—Bamberger Broadcasting Service, Inc., New York City.—Granted renewal of FM broadcast station license for auxiliary transmitter, for the period ending June 1, 1945.

### MISCELLANEOUS

The Communications Commission has announced adoption of a Decision and Order granting consent to voluntary assignment of license of Station KDRO, Sedalia, Missouri, from Albert S. and Robert A. Drohlich, doing business as Drohlich Brothers, to Milton J. Hinlein. (Docket No. 6547; B-201.)

WOCB—E. Anthony & Sons, Inc., near Hyannis, Mass.—Granted license to cover construction permit for new station (B1-L-1804); also granted authority to determine operating power by direct measurement of antenna power (B1-Z-1592).

KGLO—Mason City Globe-Gazette Co., Mason City, Iowa.—Granted modification of license to change corporate name to Lee Radio, Inc. (B4-ML-1191).

KAID—WOW, Inc., Omaha, Neb.—Cancelled relay broadcast station license and assignment thereof, in accordance with request of applicants (B4-RRY-95; B4-ALRY-14).

WLW-WSAI—The Crosley Corp., Cincinnati, Ohio.—Granted 30-day extension of license for station WLW. Petition for indefinite suspension etc. of effective date of Sec. 3.35, denied.

Courier-Journal & Louisville Times Co., Eastwood, Ky.—Granted construction permit for new developmental broadcast station; frequency 45500 kc., power not in excess of 1000 watts.

Blue Network Company, Inc., New York City.—Designated for hearing application for authority to transmit programs to station XELO, Ciudad Juarez, Mexico.

KAND—Navarro Broadcasting Association, J. C. West, President, Corsicana, Texas.—Upon consideration of motion by applicant the Commission dismissed the application for construction permit to operate on 1340 kc., 250 watts, unlimited time (B3-P-3558).

### APPLICATIONS FILED AT FCC

#### 620 Kilocycles

WROL—S. E. Adcock, tr/as Stuart Broadcasting Co., Knoxville, Tenn.—Construction permit to increase power from 500 watts night, 1 KW daytime to 5 KW day and night, make changes in transmitting equipment and directional antenna for night use.

#### 950 Kilocycles

WSPA—Spartanburg Advertising Co., Spartanburg, S. Car.—Voluntary assignment of license to Piedmont Radio, Inc.

#### 1090 Kilocycles

KTHS—Radio Broadcasting, Inc., Hot Springs National Park, Ark.—Voluntary transfer of control of licensee corporation from John C. McCormack, Allen D. Morris, P. E. Furlow and George D. Wray to Tri-State Broadcasting System, Inc.; 400 shares common stock.

#### 1240 Kilocycles

NEW—Seneca Broadcasting Corp., Rochester, N. Y.—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation.

#### 1250 Kilocycles

KTMS—News-Press Publishing Co., Santa Barbara, Calif.—Special service authorization to permit broadcasting information to longshoremen at 2:30 p. m., PST, daily and Sunday, as a public service and without charge, in accordance with the request of the Pacific Coast Maritime Industry Board for the period ending 8-1-44.

#### 1400 Kilocycles

WORD—Spartanburg Advertising Co., Spartanburg, S. Car.—Voluntary assignment of license to Palmetto State Broadcasting Company.

WBTH—Williamson Broadcasting Corp., Williamson, W. Va.—Transfer of control of licensee corporation from George W. Taylor, William P. Booker and William B. Hogg to Lewis C. Tierney and Helen S. Tierney—144 shares of common stock.

#### 1450 Kilocycles

WFPG—Neptune Broadcasting Corp., Atlantic City, N. J.—Voluntary transfer of control of licensee corporation from Pauline Bachmiester, Ezra Bell, Allen B. Blankfield, James Cullen, Richard Endicott, Francis P. Gandy, Charles Harp, Leroy Keller, E. E. Kohn, Sam Morris, John McCann, Adrian Phillips, Dr. Sylvanus Reese, Charles E. Rupp, Louis St. John, Dr. Levi M. Walker, Arthur C. Walker, Elmer H. Wene, John C. Woulfe, Samuel Sabaroff and A. Harry Zoog to John J. Laux, Richard Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, Charles Swaringen, Joseph Troesch and John L. Merdian—279¼ shares common stock.

#### 1460 Kilocycles

KSO—Iowa Broadcasting Company, Des Moines, Iowa.—Voluntary assignment of license to Kingsley H. Murphy.

#### 1480 Kilocycles

KTBS—Tri-State Broadcasting System, Inc., Shreveport, La.—Voluntary assignment of license to George D. Wray, Allen D. Morris, P. E. Furlow and John C. McCormack, a partnership, d/b as Radio Station KTBS.

#### 1490 Kilocycles

WELO—Birney Imes, Jr., Tupelo, Miss.—License to cover construction permit (B3-P-3555 as modified), which authorized construction of new standard broadcast station.

WELO—Birney Imes, Jr., Tupelo, Miss.—Authority to determine operating power by direct measurement of antenna power.

### FM APPLICATIONS

NEW—Intermountain Broadcasting Corp., Salt Lake City, Utah.—Construction permit for a new high frequency (FM) broadcast station to be operated on 43500 kc. Amended: to change frequency to 46700 kc., specify coverage as 800 square miles and specify transmitter and studio sites.

NEW—Richmond Radio Corp., Richmond, Va.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46300 kc., with coverage of 11,269 square miles.

NEW—Robert M. Beer and Edgar Koehl, d/b as Beer and Koehl, Ashland, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48900 kc., with coverage of 8,494 square miles.

### TELEVISION APPLICATIONS

NEW—Radio Station WOW, Inc., Omaha, Nebr.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (50000-56000 kc.).

NEW—United Detroit Theatre Corp., Detroit, Mich.—Construction permit for a new commercial television broadcast station to be operated on Channel #4 (78000-84000 kc.).

W6XLA—Television Productions, Inc., area of Los Angeles, Calif.—License to cover construction permit (B5-PVB-87 as modified), which authorized construction of a new experimental television relay broadcast station.

### MISCELLANEOUS APPLICATIONS

NEW—Blue Network Co., Inc., New York, N. Y.—Extension of authority to transmit programs to Stations CFCF and CBL and the Canadian Broadcasting Corporation for the period beginning 6-2-44.

NEW—Blue Network Company, Inc., New York, N. Y.—Authority to transmit programs through Station KFJZ, Fort Worth, Texas, and the Texas State Network to Station XELO, Ciudad Juarez, Mexico.

NEW—Evangelistic Mission, Pontiac, Mich.—Extension of authority to transmit programs from Pontiac, Michigan, to Canadian Station CKLW, Windsor, Ontario, Canada.

## 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 Television Laboratories, Inc.**, 433 East Erie St., Chicago, and its president, Ulises A. Sanabria, are charged in a complaint with misrepresenting their correspondence courses of instruction in television and radio. (5161)

**Parker Herbex Corp.**—A complaint has been issued charging Parker Herbex Corp., 29-50 Northern Blvd., Long Island City, N. Y., with disseminating false advertisements concerning the several hair and scalp preparations it sells in interstate commerce. (5160)

**Emmett J. Smith** and Sarah Alma Maxwell, Murfreesboro, Hiway, Nashville, Tenn., are charged in a complaint with misrepresentations in connection with the sale of chickens and poultry remedies. The respondents trade as Emmett J. Smith & Daughter, Smith Baby Chix, and Emmett J. Smith & Daughter Poultry Farms. (5159)

**Stromberg Hatchery**—A complaint alleging misrepresentation in connection with the sale of chickens and baby chicks has been issued against Ernest Stromberg. Josephine Stromberg, Betty Snyder, and Loyl Stromberg, trading as Stromberg Hatchery, Fort Dodge, Ia. The respondents maintain branch offices in Minneapolis, St. Paul and Madison City, Marshalltown and Boone, Iowa. (5162)

### CEASE AND DESIST ORDERS

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

**William Parrish Bennett**, trading as Fort Worth Peanut Company and Bill's Peanut Company, 1001 Bryan Street, Fort Worth, Texas, has been ordered to cease and desist from the use of lottery methods in the sale and distribution of his merchandise. (4544)

**Royal Tailors, Inc.**—The complaint against The Royal Tailors, Inc., 1700 North Oakley Ave., Chicago, which had been charged with the use of lottery methods in connection with the sale of suits and overcoats has been dismissed. (4609)

**Zonite Products Corp.**, 370 Lexington Avenue, New York City, and H. W. Kastor & Sons Advertising Co., Inc., Chicago, have been ordered to cease and desist from disseminating false ad-

vertisements concerning the therapeutic properties of Zonite Liquid and Zonitors, advertised as effective feminine hygiene preparations. (4755)

### STIPULATIONS

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

**Arzone Products Company**—A stipulation to discontinue misrepresenting the "mothproofing" properties of a preparation designated "Guardex" has been entered into by C. J. Geisler, E. H. Pratt and P. V. Eakin, co-partners trading as Arzone Products Company, 6344 Broadway, Chicago. (3834)

**Del-Ruth Hat Company**, 153 North Wabash Ave., Chicago, and Ben Adelman and Louis Adelman, trading as Original Hat Company, 159 North Wabash Ave., Chicago, have entered into separate stipulations to cease and desist from representing in any manner that the women's hats they manufacture in whole or in part from old, used or second-hand materials are new or are composed of new materials. (3838-3839)

**Firth Carpet Company**—A stipulation has been accepted from Firth Carpet Company, 295 Fifth Ave., New York City, to cease and desist from using the word "Swedish" or other words connoting any foreign geographical origin as descriptive of carpets which are not imported from or made of materials imported from the country or locality indicated by the use of such geographical term; from using any statement that tends to convey the belief that there is a type of carpet commonly known and recognized as "Swedish Primitive"; and from representing that it has the exclusive right to the use of any word, design, weave or structure by reason of U. S. Patent or trade-marks unless it actually is entitled to the sole use thereof by patents or trade-marks. (3836)

**Abraham M. Warren**, trading as A. M. Warren & Company, 227 West Van Buren St., Chicago, and L. Krongold, Inc., 6 West 32nd St., New York City, entered into separate stipulations to cease and desist from advertising, selling or invoicing rebuilt or second-hand umbrellas without disclosing that they are not new. They agree to attach securely to the umbrellas in a conspicuous place tags or labels bearing full and nondeceptive disclosures that they or their parts are not new but are used, rebuilt or second-hand. (3835-3837)



### LEGISLATIVE COMMITTEE CONSIDERS WHITE-WHEELER BILL

The NAB Legislative Committee was in session throughout Monday (29) and Tuesday (30) to consider provisions contained in the revamped White-Wheeler Radio Bill. The committee discussed the proposed revised bill, section by section. They prepared their observations, comments and recommendations and submitted them in a report to the members of the Senate Interstate Commerce Committee. The complete text of the Bill, together with the Legislative Committee's comments and observations, are reprinted in a Special Legislative Bulletin, mailed with this week's issue of the NAB REPORTS.

On Wednesday (31) the NAB Legislative Committee adopted a resolution that Don Elias as Chairman of the Legislative Committee is directed and authorized by it to take such steps as he believes advisable to expedite desirable legislation, and that J. Harold Ryan, as President of NAB, is directed to take whatever action he deems wise, either in concert with Mr. Elias, or independently of his action.

### ASSIGNED ANNOUNCER FEE PRINCIPLE OPPOSED

President Harold Ryan on Monday (May 29) sent a letter to the War Labor Board expressing opposition to the principle of assigned commercial fees as demanded by the American Federation of Radio Artists in the case of the Evening Star Broadcasting Company (WMAL) and the American Federation of Radio Artists. This case is now pending before the Board for a review of the Report and Recommendations of the Hearing Officer. (See NAB REPORTS page 136).

Mr. Ryan was advised that the rules of the War Labor

Board provide no procedure whereby NAB could be permitted to file on behalf of the industry comments to the Hearing Officer's Report. He stated that nevertheless he felt that as President he should communicate to the War Labor Board information that the NAB Board of Directors, at a recent meeting, had expressed unanimous opposition to the principle of fees being paid to assigned commercial announcers.

Amplifying his letter to the Board, Mr. Ryan said, "The National Association of Broadcasters, representing broadcasting stations of all types and sizes in communities large and small, throughout the United States, feels that despite any efforts made by the Board to localize the effect of any decision it may make in the case, it would have industry-wide implications." He pointed out that staff announcers are essential to the conduct of every radio broadcasting station, that they are hired on the basis of their ability to handle commercial announcements, as well as sustaining programs. "Their ability to perform these services efficiently," he said, "is reflected in the base wage paid. In the conduct of the business of radio broadcasting many sponsors are not concerned with the particular announcers who are assigned to read their commercial, leaving to station management the choice of the announcer."

He further pointed out that the station management, where no announcer is selected by a sponsor, assigns the announcer on duty to read the commercial copy. He made a distinction between announcers thus assigned by the station management and those chosen or selected by the sponsor. In the latter case the sponsor is usually willing to pay an added fee or bonus for the privilege of selecting his announcer. In the former case, that of assigned commercial announcers, the announcer is merely assigned to read the commercial as part of his regular duties as a member of the announcing staff.

Mr. Ryan further stated, "If the War Labor Board should sustain the principle of requiring a station to pay a special fee to an announcer who is regularly employed upon the announcing staff and assigned as a part of his contractual duty to read a commercial it is obvious that it will have far-reaching effects upon the employer-employee relationship. In many operations it will ultimately have the effect of destroying the control of station managers over staff announcers.

"The endorsement by the War Labor Board of the principle of fees for assigned commercial announcers as distinguished from selected commercial announcers would have the inevitable effect of removing control over announcers from the hands of station management to that of sponsor. We want to make it clear," continued Mr. Ryan, "that there is no effort to resist the payment of fair wages to announcers based upon ability. The point here involved is the question of method of payment."

The case is now pending before the War Labor Board and decision is shortly expected.

### IMPORTANT SPECIAL BULLETINS

With this issue of the REPORTS, Special Legislative and Music Bulletins are being mailed. The Legislative Bulletin contains the complete text of the revised White-Wheeler Bill and the comments and observations of the NAB Legislative Committee.

The Special Music Bulletin contains the comments and observations of the Music Committee upon the reply received from John Paine of ASCAP with respect to ASCAP's interpretation of per-program contracts. Both of these Bulletins contain information of vital importance to all broadcasters.



THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON 6, D. C. 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, *Director of Public Relations*; Howard S. Frazier, *Director of Engineering*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

## CHANGE IN TRANSCRIPTION RULE NOT YET EFFECTIVE

The Federal Communications Commission points out that there has been an apparent misunderstanding on the part of some broadcasters as to the effective date of the Commission's *proposed* amendment to Section 3.407 of its Rules, relaxing the requirements of identifying announcements for transcribed radio programs. The Commission has issued the following statement:

"On May 16, 1944, the Federal Communications Commission in Order 120 *proposed* an amendment to Section 3.407 of its Rules and Regulations governing announcements of transcription. At the same time, the Commission invited interested persons to file statements or briefs on or before June 16, 1944, setting forth why the amendment should not be adopted or why it should not be adopted in the form proposed. No final action will be taken by the Commission on the proposal until after June 16.

"Therefore, pending final action by the Commission, Section 3.407 of the Rules and Regulations, as presently constituted, continues in effect."

The complete text of Order No. 120 was published in the NAB REPORTS of May 19 (page 159-160). Any broadcaster desiring to make an expression of his views upon the matter to the Commission should communicate direct with the Secretary before June 16. NAB would be pleased to receive copies of any statements filed in order that the presentation may be coordinated.

## WAGE STABILIZATION EXTENDED—SMALL STATIONS INCLUDED

The National War Labor Board, acting upon the recommendation of the Regional War Labor Board for the 12th Region, which includes the States of Oregon and Washington, has announced an amendment to General Order No. 4.

Section (a) of General Order No. 4 reads in part as follows:

"(a) Wage adjustments made by employers who at the time the adjustment is agreed to or if not made by agreement, by the time it is placed into effect, employ a total of not more than 8 individuals \* \* \* are exempted from the provisions \* \* \*" of the Wage Stabilization Order.

The exception as to Oregon and Washington broadcasters contained in the recent action will subject radio broadcasters employing less than 8 to the provisions of the Wage Stabilization Order. Any Oregon or Washington broadcaster desiring more complete information is requested to communicate with headquarters.

## SMALL MARKET STATIONS COMMITTEE MEETS WITH CHAIRMAN FLY OF FCC

During its two-day meeting at NAB headquarters on May 22 and 23 (see pages 167 and 168 of May 26 issue of

NAB REPORTS), the Small Market Stations Committee met Tuesday morning with James Lawrence Fly, Chairman of the Federal Communications Commission.

In a general discussion at the outset of the interview, Chairman Fly pointed out that many of the problems which appeared insurmountable to the members of the NAB Small Market Stations Committee, when they called on him nearly a year ago (June 10, 1943), have been solved in part at least.

The first question asked the Chairman was, "What will be the attitude of the FCC when a newspaper, owning the only AM outlet in the community, applies for an FM license and later for a television license?" The Chairman explained that no definite policies had been established to cover this situation and that it was something for the Commission to decide in the years ahead.

The second question covered the situation where an application for an FM license is filed by some individual or organization not now engaged in broadcasting and is immediately followed by the application of the AM broadcaster in that community for similar FM facilities—what will be the attitude of the FCC? The Chairman pointed out that he could not predict in advance the Commission's action on any application nor could he commit the Commission to any general policy. However, the pioneering work of the AM broadcaster is certainly a factor to be considered in his favor when the Commission considers two such applications. When asked "Would both applicants receive licenses?" the Chairman declared that that would not necessarily be the case; that economic factors and other conditions would be considered.

The third question dealt with the dual operation of AM and FM transmitters. Would the FCC require the licensee of an AM and an FM station, where both transmitters are located together, to maintain two chief engineers and two technical staffs? In reply, the Chairman pointed out that the FCC recognizes the economic problems of small market stations, and he believes that a reasonable policy would be to permit one chief engineer to handle both transmitters if they are located in close proximity to one another.

The fourth question sought to determine the attitude of the FCC toward the operation of small unattended booster stations in connection with an FM license. Pointing out that the present Commission rules prohibit this type of operation, the Chairman stated that the Commission wants to be reasonable about this and it may be necessary to change the present rules.

The fifth question dwelt on probable programming requirements in connection with an FM license issue to the operator of an AM transmitter. How much of the programming on the AM station could also be broadcast over the FM outlet? How much original programming would be required on the FM station? The Chairman cited the earlier requirement for a specified number of hours of original programming on all FM stations, adding that, as the war developed, this requirement was relaxed. He believes that, as time goes on, FM licensees will be required to do more and more original programming. He pointed out that small market station operators could draw on the high-fidelity recording and transcriptions that are available.

The sixth question acknowledged the fact that not all small market stations are putting out the highest possible quality signal because of a lack of new equipment. Recognizing that situation, should such stations wait for FM or clean up their present equipment as much and as rapidly as possible? The Chairman urged such stations to improve their present facilities as soon as possible, pointing out that they may have to rely on AM broadcasting for several years, since FM may be some time in reaching small markets.

The seventh question covered the possibility of making

more local channels available to improve the nighttime service of small market AM stations. The Chairman pointed out that that subject would have to be discussed with the FCC Engineering Department. He acknowledged that the present nighttime interference on some of the local channels represents a bad situation, but added that he did not know the final answer to the problem. He suggested that it might be possible to re-shuffle the channels and ask some of these stations to take new frequency assignments. He added that there would be a perfectly natural tendency to jam any new channels made available and that the situation, in the long run, might not be improved.

The last question dealt with a problem that faces many small market stations: Can such a station, with a composite transmitter that has deteriorated seriously, obtain a new transmitter? The Chairman replied in the affirmative, provided such action is necessary to maintain existing service. He stated that the FCC Engineering Department knows of a few that are available and has aided in obtaining new transmitters in a few emergency cases.

### GENERAL VS. RETAIL RATES

A few instances have been reported recently where radio stations have charged the retail or local rate to national advertisers. This practice has been repeatedly condemned by the NAB Sales Managers Executive Committee.

In an effort to aid radio stations to distinguish between general and retail accounts, the Committee asked for definitions of the two prior to the NAB Convention in St. Louis in 1941. These were discussed at the NAB Sales Managers meeting, held in conjunction with the Convention, and the following definitions generally agreed upon:

1. The retail or local rate applies only to advertising by bona fide retailers who offer goods or services direct to the consumer at retail exclusively through outlets owned or rented by themselves.
2. The general or national rate applies to all advertising that does not qualify under the retail or local rate.

Where a radio station uses the retail or local rate to obtain national advertising on a competitive basis, that station indicates an amazing lack of confidence in its facilities at the proper rate and exhibits a definite lack of salesmanship. Such a policy is an open invitation to all national advertisers, using or contemplating the use of the station, to do so only if given the retail or local rate. Ever stop to think what that practice can and would do to your dollar volume—your ability to serve your listeners?

### "DID YOU SAY PATENT MEDICINE?"

Recently issued by the Proprietary Association of America, the pamphlet entitled "Did You Say *Patent Medicine?*" contains a clear and concise explanation of the difference between *official* titles and *proprietary* products, continuing:

"The *proprietaries*, in turn, may be divided into two groups: First, those that are labeled and advertised for use by the physician or on his prescription—the *pharmaceuticals*; second, those that are adequately labeled so as to permit use in self-medication for minor ailments, and are accordingly advertised and sold to the public as *packaged medicines*."

The booklet points out that, while the members of the Proprietary Association are primarily engaged in the manufacture of packaged medicines, they are becoming increasingly important manufacturers of pharmaceuticals through subsidiaries and affiliates.

Explaining the relation of federal regulation of all types of medicines, the booklet states:

"Whatever their nomenclature and however they are advertised and sold, all medicinal products are subject to

precisely the same public controls. Whether they be *official* remedies, *pharmaceuticals* or *packaged medicines*, they come equally within the compass of the Federal Food, Drug and Cosmetic Act."

Interesting background on the derivation of the misnomer "Patent Medicines" is contained in the booklet, together with a reprint from *Time* magazine and the text of a letter written to *Editor & Publisher* by Dr. Frederick J. Cullen, Executive Vice-President of the Proprietary Association.

Copies of the booklet may be obtained at no cost by writing NAB headquarters.

### RADIO FIGURES PROMINENTLY IN AD CLUB WAR PROJECTS

Radio's importance in the prosecution of the war on the home front was again revealed in the announcement yesterday of the winners of Awards for Advertising Club Achievement, presented annually by the Advertising Federation of America. A.F.A. headquarters advised NAB that club entries in this year's competition showed generous use of broadcasting in advertising, publicizing and promoting the war effort.

Awards are made each year to Advertising Clubs in two classifications, a first and second award being given to clubs in cities of under 300,000 population and a first and second award to clubs in cities of more than 300,000.

The first award to clubs in the smaller cities went to the Birmingham Advertising Club, Stanley M. Erdreich, president; Edward H. Hunvald, war advertising committee chairman. Second place was won by the Advertising Club of Springfield, Massachusetts, William R. Mason, president; Robert N. Fuller, war advertising committee chairman.

In cities of the larger population first place was won by the Milwaukee Advertising Club, Les Hafemeister, president; Einar Gaustad, war advertising committee chairman. Second place went to the Advertising Association of Houston, Thomas E. Hawkins, president; Robert Dundas, war advertising committee chairman.

The Philadelphia Club of Advertising Women received honorable mention in competition with clubs in the larger cities. The president is Lillian Cohen, the war advertising committee chairman, Viola I. Schlacks.

The awards were based upon reports and exhibits of work done the past year by the war advertising committees of the clubs with the cooperation of the Federation's national War Advertising Committee.

The following constituted the Jury of Awards: Edwin S. Friendly, vice president and general manager of The Sun, New York, chairman; Dorothy Shaver, vice president, Lord & Taylor, New York; Gardner Cowles, Jr., president, Register & Tribune Company, Des Moines; Don U. Bridge, advertising director, The Gannett Newspapers, Rochester, N. Y.; John Sterling, This Week Magazine and chairman of the Sponsorship Committee of the War Advertising Council, New York, and David Frederick, chief, Office of Program Coordination, Office of War Information, Washington, D. C.

The chairman of the Federation's national War Advertising Committee is Willard D. Egolf, NAB Director of Public Relations.

In making the awards, Mr. Friendly said that the Jury was favorably impressed with the soundness of organization of the war advertising committees, the originality of execution of their projects and the wide scope of activities covered.

### CHILDREN'S PROGRAMS DISCUSSED

Mrs. Dorothy Lewis, NAB Coordinator of Listener Activity, participated in the conference on "What You Can

Do About Children's Radio Programs," sponsored by the Children's Program Committee of the Radio Council of New Jersey. The conference was held in Newark on Friday (May 26).

Grace M. Johnsen, Director of Women's and Children's Activities, of the Blue Network, spoke on the topic, "How You Can Help a Radio Station." Dorothy L. McFadden, President of Junior Programs, Inc., and Chairman of the New Jersey Children's Program Committee, made a report on the progress of that Committee. Mrs. Lewis spoke on "What Other Radio Councils Are Doing." "Music Children Like" was the topic of a talk by Oliver Daniel, Director, School of the Air Music Programs, CBS Music Division; while Harriet S. Adams, Editor of Stratemeyer Syndicate covered "Newscasts for Children."

Miss Catherine Gillespie, children's librarian of the Plainfield (N. J.) Public Library, spoke on "Radio and Children's Reading." "Dramatic Broadcasts for Children" was handled by Earle McGill, CBS Producer-Director.

The conference was one of the most successful of its type held and much of a constructive value in the improvement of children's programs was contributed.

### NEBRASKA BROADCASTERS HOLD STATE MEETING

The annual meeting of the Nebraska Broadcasters Association was held in Hastings on Saturday (May 27). All stations in Nebraska had representatives at the meeting.

The following officers were elected for the ensuing year: President, Paul R. Fry, KBON, Omaha; Vice President, Lumir Urban, KORN, Fremont; Secretary-Treasurer, Art Thomas, WJAG, Norfolk.

Directors elected were Hugh Feltis, KFAB, Lincoln; Wick Heath, KMMJ, Grand Island, and John J. Gillin, Jr., WOW, Omaha.

Fremont was selected as the site of the next annual meeting. A resolution commending the work done by the Nebraska radio stations in the recent flood was adopted. It reads as follows:

"WHEREAS, during the period of the recent severe flood in Northeastern Nebraska, particularly in the Norfolk area, when great damage was done to property, and many lives were saved, by the quick and prompt work of Radio Station WJAG at Norfolk, assisted and helped by stations KOWH, KOIL and WOW at Omaha, and KFAB in Lincoln,

"THEREFORE, BE IT RESOLVED that we congratulate and compliment manager Art Thomas and his staff on WJAG and the staffs of stations KOWH, KOIL, WOW and KFAB, as an outstanding example of the public service radio may render in emergencies."

### THREE STATIONS COMBINE TO PROMOTE KNOXVILLE MARKET

Good example of station cooperation is found in the current trade paper campaign being conducted jointly by stations WBIR, WNOX and WROL, all of Knoxville, Tennessee.

The series follows a Knoxville market theme, citing percentages on the city's growth, leading industries and post-war opportunities. All ads are signed by the three stations, using reverse blocks across the bottom of the page. No power or other station data is shown. Only the market is highlighted in copy such as the following, taken from *Broadcasting* of May 29:

*Our altitude is set . . . But  
Our Market Is Soaring.*

Right! The Knoxville market is still soaring. Take advantage of this steady, healthy growth of prosperous city-farm areas. And . . . at the same time, remember that you can expect big returns from your post-war plan-

ning in the Knoxville market, for large industries have been located in this area to benefit from the TVA low cost and plentiful power. Include Knoxville in *your* plans. According to Sales Management's "Retail Sales and Services Forecast for June 1944," with June 1943 as a base of 100%, Knoxville showed an increase to 160% . . . still leading the nation.

Other market statistics are featured in the joint ads, full pages.

### ARMY ET HAS WIDE ACCEPTANCE

Are you receiving "Voice of the Army," Army's weekly dramatic 15-minute series?

This is the Army's official transcribed program offered stations without charge and played weekly by approximately 800 stations. It has continued to enjoy wide listener popularity since inception.

Stations not on the list for this show should write:

U. S. Army,  
Officer in Charge,  
Recruiting Publicity Bureau,  
Governors Island, New York

### RELAY STATION BROADCAST LICENSES ADJUSTED

The Federal Communications Commission acted on May 30 to amend Section 4.3(b) of its Rules governing Broadcast Services Other Than Standard, so as to increase the license period of relay broadcast stations from two to three years and make expiration dates of relay broadcast station licenses as nearly as possible the same as expiration dates of the licenses of the broadcast stations with which they are used. (There are a few cases where a relay broadcast station is licensed for the use of two standard broadcast stations. In such cases, a license for each station will be issued.)

Section 4.3(b) as amended reads:

"Section 4.3—*License Period: Renewal*—

(a) \* \* \*

(b) Licenses for relay broadcast and special relay broadcast stations authorized under section 4.22 of the Rules and Regulations will be issued for a period running concurrently with the license of the broadcast station with which it is to be used.

(c) \* \* \*

(d) \* \* \*"

At the same time the Commission amended Section 3.404(a) stating the requirements for program and operating log entries by the licensee of each broadcast station, by adding a fourth requirement "(4) An entry showing, for each program of network origin, the name of the network originating the program."

### ROCK ISLAND PERMITS GRANTED

The Commission granted the applications filed by the Chicago, Rock Island and Pacific Railway Company for four construction permits for experimental Class 2 radio stations to be used in conducting tests of radio communication under actual operating conditions in the railroad yards and on trains of the permittee in Chicago and west to Lincoln, Nebraska. The Chicago, Rock Island and Pacific Railway Company has informed the Commission that an actual program of experimentation will be undertaken to develop factual information regarding the use of very high frequency circuits and systems as a means of providing communication between the following points in railroad service:

1. End-to-end of trains
2. Two-way yard-to-trains, engines or cabooses
3. Two-way yard-to-yard
4. Two-way dispatcher-to-trains, engines or cabooses
5. Two-way brakeman or flagman-to-trains, engines or cabooses

Radiotelegraph and radiotelephone emission is authorized, including the use of both amplitude modulation and frequency modulation. Frequencies authorized are within the bands 30 to 40 megacycles and 100 to 400 megacycles, with a maximum power of 10 watts.

Since these stations will be operated at fixed locations, as well as on moving trains, it was necessary for the applicant to request construction permits, inasmuch as stations on railroad rolling stock only may be licensed without the stations having been previously authorized under construction permits.

## Federal Communications Commission Docket

### HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, June 5th. They are subject to change.

#### Monday, June 5

WABI—Community Broadcasting Service, Bangor, Maine.—Modification of C. P. (under C. P.), **910 kc.**, 5 KW, unlimited (DA-night).

WABI—Community Broadcasting Service, Bangor, Maine.—Renewal of license, **1230 kc.**, 250 watts, unlimited.

#### Wednesday, June 7

Oral Argument Before the Commission

REPORT NO. B-198:

KSJB—Jamestown Broadcasting Company, Inc., Jamestown, N. Dak.—Modification of license, **600 kc.**, 250 watts, unlimited.

Oral Argument Before the Commission

REPORT NO. B-200:

WMAM—M & M Broadcasting Company, Marinette, Wis.—Modification of license, **570 kc.**, 100 watts night, 250 watts day, unlimited.

#### Thursday, June 8

WGKV—Kanawha Valley Broadcasting Company, Charleston, W. Va.—Renewal of license, **1490 kc.**, 100 watts, unlimited.

WGKV—Worth Kramer, Transferor, Eugene R. Custer and Richard M. Venable, Transferees, Charleston, W. Va.—Relinquishment of control of Kanawha Valley Broadcasting Co. (WGKV), **1490 kc.**, 100 watts, unlimited.

## Federal Communications Commission Action

### APPLICATIONS GRANTED

WCOL—Kenneth B. Johnston (Transferor), Lloyd A. Pixley and Martha P. Pixley (jointly) and Milton A. Pixley and Grace M. Pixley (jointly), (Transferees), WCOL, Inc., (Licensee), Columbus, Ohio.—Granted consent to transfer control of WCOL, Inc., licensee of station WCOL, from Kenneth B. Johnston to Lloyd A. Pixley and Martha P. Pixley (jointly) and Milton A. Pixley and Grace M. Pixley (jointly), by transfer of 250 shares, or 100% of the issued and outstanding capital stock of the licensee, for a total consideration of \$250,000 (B2-TC-376).

WOSH—Oshkosh Broadcasting Co. (Assignor), Myles H. Johns, William F. Johns, Jr., William F. Johns and Frederick W. Renshaw, d/b as Oshkosh Broadcasting Co., a Partnership, Oshkosh, Wis.—Granted consent to voluntary assignment of license of Oshkosh Broadcasting Co., licensee of station WOSH, to Myles H. Johns, William F. Johns, Jr., William F. Johns and Frederick W. Renshaw, d/b as Oshkosh Broadcasting Co. No monetary consideration involved, the purpose is to change licensee from a corporation to a partnership (B4-AL-406).

KTMS—News-Press Publishing Co., Santa Barbara, Calif.—Granted special service authorization to permit broadcasting information to longshoremen at 2:30 p. m. PST daily and Sunday, as a public service without charge, from June 2 to August 1, 1944 (B5-SSA-107).

KFAR—Midnight Sun Broadcasting Co., Fairbanks, Alaska.—Granted extension of special service authorization to operate on **660 kc.**, 10 KW power, unlimited time, for the period ending May 1, 1945 (B-SSA-105).

WIBC—H. G. Wall, Margaret B. Wall and Thelma M. Lohnes (Transferors), Indianapolis News Publishing Co. (Transferee), Indiana Broadcasting Corp. (Licensee), Indianapolis, Ind.—Granted consent to voluntary transfer of control of Indiana Broadcasting Corp., licensee of station WIBC, from H. G. Wall, Margaret B. Wall and Thelma M. Lohnes, to Indianapolis News Publishing Co., for a consideration of \$440,000, for 1000 shares of capital stock, plus \$2 per share for each 30 days between date of agreement (February 16, 1944) and the date upon which actual transfer of shares of stock to transferee occurs (B4-TC-368).

KOMO-KJR—Fisher's Blend Station, Inc., Seattle, Wash.—Denied petition for extension of licenses for such periods as may be necessary to enable petitioner to complete negotiations to comply with multiple ownership rule, and designated said applications for hearing.

WICA—WICA, Inc., Ashtabula, Ohio; WWSW—WWSW, Inc., Pittsburgh, Pa.—Granted petition insofar as it requests reinstatement of applications for construction permits for increased facilities on **970 kc.**, and designated same for consolidated hearing.

KLRA—Arkansas Broadcasting Co. (Licensee), A. L. Chilton (Transferor), Gazette Publishing Co. (Transferee), Little Rock, Ark.; and KGHI, Arkansas Broadcasting Co. (Licensee and Assignor), A. L. Chilton and Leonore H. Chilton, a partnership, d/b as KGHI Broadcasting Service (Assignee), Little Rock, Ark.—Granted consent to acquisition of control of Arkansas Broadcasting Co., licensee of station KLRA, from A. L. Chilton by the transfer of 2400 shares, or approximately 64.5% of the issued and outstanding capital stock, to the Gazette Publishing Co., for a consideration of \$275,000. Granted consent to voluntary assignment of license of station KGHI from the Arkansas Broadcasting Co. (Licensee and Assignor) to A. L. Chilton and Leonore H. Chilton, a partnership, d/b as KGHI Broadcasting Service, in return for which Chilton will surrender all his remaining 348 shares of stock in Arkansas Broadcasting Co. (B3-TC-377); (B3-AL-411).

### LICENSE RENEWALS GRANTED

KLRA—Arkansas Broadcasting Co., Little Rock, Ark.—Granted renewal of license (B3-R-575).

WIBC—Indiana Broadcasting Corp., Indianapolis, Ind.—Granted renewal of license for main and auxiliary transmitter (B4-R-985).

WHBC—The Ohio Broadcasting Co., Canton, Ohio.—Granted renewal of license (Commissioner Durr dissenting), (B2-R-277).

KXOK—Star-Times Publishing Co., St. Louis, Mo.—Granted renewal of license (B4-R-982).

WSYR—Central New York Broadcasting Corp., Syracuse, N. Y.—Granted renewal of license for main and auxiliary transmitter (B1-R-265).

WDEV—Lloyd E. Squier and William G. Ricker, d/b as Radio Station WDEV, Waterbury, Vt.—Granted renewal of license (B1-R-799).

KMTR—KMTR Radio Corp., Hollywood, Calif.—Present license extended for a period of 30 days (B5-R-17).

KIEV—Cannon System, Ltd., Glendale, Calif.—Present license extended for a period of 30 days (B5-R-816).

- KLZ—KLZ Broadcasting Co., Denver, Colo.—Present license extended for a period of 30 days (B5-R-110).
- Blue Network Company, Inc.—Granted extension of authority to transmit programs to stations CFCF, Montreal, and CBL, Toronto, and other Canadian broadcasting stations (B1-FP-121).
- KXOX—George Bennett, Russell Bennett, James H. Beall, Jr., Joe H. Boothe, R. M. Simmons, H. M. Rogers, C. R. Simmons, Harley Sadler, Maynette Doscher, individually and as executrix for J. H. Doscher (transferors), Wendell Mayes, J. S. McBeath and Mittie Agnes McBeath (transferees), Sweetwater Radio, Inc. (licensee), Sweetwater, Texas.—Granted consent to transfer of control of Sweetwater Radio, Inc., licensee of station KXOX, from the 9 present stockholders to Wendell Mayes, J. S. McBeath and Mittie Agnes McBeath, by the transfer of 100 per cent of issued and outstanding capital stock for a total consideration of \$27,646.48 (B3-TC-364).
- KQV—KQV Broadcasting Company, Pittsburgh, Pa.; WJAS, Pittsburgh Radio Supply House, Pittsburgh, Pa.—Granted 30-day extension from May 31, 1944, of effective date of Section 3.35, insofar as stations KQV and WJAS are concerned.
- WLBZ—Maine Broadcasting Co., Inc., Bangor, Maine.—Granted 30-day extension of license.
- KGW-KEX—Oregonian Publishing Co., Portland, Ore.—Granted 90-day extension from May 31, 1944, of effective date of Section 3.35, insofar as stations KGW and KEX are concerned. Granted extension of license of station KGW for 90 days.
- Utica Observer Dispatch, Inc., Utica, N. Y.—Granted petition only insofar as it requests reinstatement of application (B1-P-2702) for new station to operate on 1450 kc., 250 watts, unlimited time, and designated same for further hearing in connection with Midstate Radio Corp. application.
- Midstate Radio Corp., Utica, N. Y.—Granted petition only insofar as it requests reinstatement of application (B1-P-3171) for new station to operate on 1450 kc., 250 watts, unlimited time; to be heard in connection with Utica Observer Dispatch, Inc., application.
- The Finger Lakes Broadcasting System (Gordon P. Brown, Owner), Geneva, N. Y.; WARC, Inc., Rochester, N. Y.; Rochester Broadcasting Corp., Rochester, N. Y.; Seneca Broadcasting Corp., Rochester, N. Y.—Designated for consolidated hearing, in connection with application of WARC, Inc., Rochester Broadcasting Corp., and the Seneca Broadcasting Corp., all requesting the frequency 1240 kc., 250 watts, for a new station in Rochester and Geneva, N. Y.
- WHJB—Pittsburgh Radio Supply House, Greensburg, Pa.—Granted renewal of license for the period beginning June 1, 1944 (B2-R-835).
- Evening News Press, Inc., Port Angeles, Wash.—Granted petition to reinstate and grant conditionally application for construction permit for new standard station to operate on 1450 kc., 250 watts, unlimited time, in accordance with January 26, 1944, policy; engineering conditions.
- KOIN—KOIN, Inc., Portland, Oregon; KALE—KALE, Inc., Portland, Oregon.—Granted petition for postponement of effective date of Section 3.35 insofar as stations KOIN and KALE are concerned until August 1, 1944.
- KHQ—Louis Wasmer, Inc., Spokane, Wash.; KGA, Louis Wasmer, Spokane, Wash.—Denied petition for extension of licenses of stations KHQ and KGA for such periods as may be necessary to enable the petitioners to comply with Section 3.35 with respect to multiple ownership; designated for hearing applications for renewal of licenses.
- WNAX—WNAX Broadcasting Co., Yankton, S. Dak.—Granted renewal of license for period beginning June 1, 1944 (Commissioner Craven not participating).
- KOY—Salt River Valley Broadcasting Co., Phoenix, Arizona.—Granted renewal of license for period beginning June 1, 1944.
- WCLE—United Broadcasting Co., Cleveland, Ohio.—Granted extension of present license for a period of 6 months, to December 1, 1944.
- WREC—Hoyt B. Wooten, d/b as WREC Broadcasting Service, Memphis, Tenn.—Granted 30-day extension of license for main and auxiliary transmitters.
- KFDM—Beaumont Broadcasting Corp., Beaumont, Texas.—Granted 30-day extension of license.
- KSFO—The Associated Broadcasters, Inc., San Francisco, Calif.—Granted 30-day extension of license.
- KGKO—KGKO Broadcasting Co., Ft. Worth, Texas; WBAP, Carter Publications, Inc., Ft. Worth, Texas; WFAA, A. H. Belo Corp., Dallas, Texas.—Designated for hearing applications for renewal of licenses of stations KGKO, WBAP and WFAA.
- WAIT—Radio Station WAIT, Chicago, Ill.—Denied petition for grant of regular license; designated for hearing application for renewal of license.
- WIS—Surety Life Insurance Co., Columbia, S. C.—Granted renewal of license for the period beginning June 1, 1944.
- WCHS—Charleston Broadcasting Co., Charleston, W. Va.—Designated for hearing application for renewal of license (B2-R-715).
- WBT—Columbia Broadcasting System, Inc., Charlotte, N. C.—Granted extension of license for a period of 30 days.
- WILM—Delaware Broadcasting Co., Wilmington, Dela.—Granted 60-day extension of effective date of Section 3.35 and 60-day extension of license of station WILM.
- Granted renewal of following station licenses for the period beginning June 1, 1944, and ending not later than May 1, 1946:
- KGMB and auxiliary, Honolulu, T. H.; KOH, Reno, Nevada; KVOB, Denver, Colo.; WAGA, Atlanta, Ga.; WAGE, Syracuse, N. Y.; WCAO, Baltimore, Md.; WFIL and auxiliary, Philadelphia, Pa.; WIAC, Hato Rey, P. R.; WIP and auxiliary, Philadelphia, Pa.; WKBN, Youngstown, Ohio; WMAM, Marinette, Wisc.; WMBS and auxiliary, Uniontown, Pa.; WMCA and auxiliary, New York, N. Y.; WSJS, Winston-Salem, N. C.; WEAU, Eau Claire, Wisc.; WEEL, Boston, Mass.; WICC, Bridgeport, Conn.; WIOD and auxiliary, Miami, Fla.; WKRC, Cincinnati, Ohio.
- Granted extension of following station licenses upon a temporary basis only, pending determination upon applications for renewal of licenses, in no event later than August 1, 1944:
- KDAL, Duluth, Minn.; KGFX, Pierre, S. D.; KROD, El Paso, Texas; KTAR, Phoenix, Ariz.; KTSA, San Antonio, Texas; KVI, Tacoma, Wash.; WCAX, Burlington, Vt.; WEAN, Providence, R. I.; WGAN and auxiliary, Portland, Maine; WKAQ and auxiliary, San Juan, P. R.; WMT, Cedar Rapids, Iowa; WSUN, St. Petersburg, Fla.; WCAO (auxiliary only), Baltimore, Md.; KDRO, Sedalia, Mo.; KWKH, Shreveport, La.; WATL, Atlanta, Ga.; WGTC, near Greenville, N. C.; WHN and auxiliary, New York, N. Y.; WIBG, Glenside, Pa.; WING, Dayton, Ohio; WPRA, Mayaguez, P. R.; WQXR and auxiliary, New York, N. Y.; WWDC and synchronous amplifier, Washington, D. C.
- KFAA—J. Q. Floyd, John Thomas Franklin and Sam Anderson, d/b as The Helena Broadcasting Co., Helena, Ark.—Granted renewal of license for the period ending not later than December 1, 1945.
- WHB—WHB Broadcasting Co., Kansas City, Mo.—Granted renewal of license for main and auxiliary for the period ending not later than November 1, 1946.
- WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Granted extension of license for a period of 60 days, for main and auxiliary transmitters.
- KFVD—Standard Broadcasting Co., Los Angeles, Calif.—Granted extension of license for a period of 30 days.
- KPAS—Pacific Coast Broadcasting Co., Pasadena, Calif.—Granted extension of license for a period of 30 days.
- KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Granted further extension of license for a period of 60 days.
- KJBS—Julius Brunton & Sons Co., San Francisco, Calif.—Granted further extension of license for a period of 60 days.
- WJJD—WJJD, Inc., Chicago, Ill.—Granted further extension of license for a period of 60 days.
- WNEW and auxiliary.—Greater New York Broadcasting Corp., New York, N. Y.—Granted further extension of license for a period of 60 days.
- KFAB—KFAB Broadcasting Co., Lincoln, Nebraska.—Granted further extension of license for a period of 60 days.
- WBBM—Columbia Broadcasting System, Inc., Chicago, Ill.—Granted further extension of license for a period of 60 days.
- Granted extension of authority to Capital Broadcasting Co., licensee of station WWDC, Washington, D. C., for waiver of Sections 2.53 and 13.61 of the Commission's Rules so as to permit operation of the synchronous amplifier of Station WWDC by remote control from the main transmitter location, for the period June 1 and ending not later than August 1, 1944, upon the same terms and conditions as the existing authorization for such operation.

Granted renewal of following high frequency (FM) licenses for period ending not later than June 1, 1945: WABF, New York, N. Y.; WDLM, Chicago, Ill.; WSBF (regular license), South Bend, Ind.

WGYN—Muzak Radio Broadcasting Station, Inc., New York, N. Y.—Granted renewal of license of high frequency station for period ending May 1, 1945.

W2XWE—WOKO, Inc., Albany, N. Y. (facsimile).—Granted further extension of license upon a temporary basis only, pending determination upon application for renewal of license, in no event beyond August 1, 1944.

W2XEO—Capital Broadcasting Co., Inc., Schenectady, N. Y. (ST station).—Granted further extension of license upon a temporary basis only, pending determination upon application for renewal of license, in no event beyond August 1, 1944.

### MISCELLANEOUS

WGST—Georgia School of Technology, Atlanta, Ga.—Granted construction permit to make changes in transmitting equipment and increase maximum rated carrier power output of auxiliary transmitter from 1 to 2½ KW (B3-P-3611).

WHBF—Rock Island Broadcasting Co., Rock Island, Ill.—Granted construction permit to install a Gates-American Type 250-A transmitter to be used as an auxiliary with power of 250 watts (B4-P-3597).

WILL—University of Illinois, Urbana, Ill.—Granted authority to determine operating power by direct measurement of antenna power (B4-Z-1594).

WLIR—WFAM, Inc., area of Lafayette, Ind.—Granted license to cover construction permit for new relay broadcast station to be used with applicant's standard station WASK; frequencies, 30820, 33740, 35820 and 37980 kc., 15 watts power (B4-LRE-431).

ALFCO Company, St. Louis, Mo.—Placed in pending file, in accordance with Commission policy of February 23, 1943, the application for new commercial television broadcast station (B4-PCT-43).

International Detrola Corp., Detroit, Mich.—Placed in pending file, in accordance with Commission policy of February 23, 1943, the application for new commercial television broadcast station (B2-PCT-44).

KSOO-KELO—Sioux Falls Broadcast Assn., Inc., Sioux Falls, S. D.—Designated for hearing petition requesting a finding that the multiple ownership rule is inapplicable to these stations; Commissioner Craven not participating.

WEEU—Berk Broadcasting Co., Reading, Pa.; WRAW, Reading Broadcasting Co., Reading, Pa.—Denied petition to extend the effective date of Section 3.35 for a period of six months from May 31, 1944, insofar as stations WEEU and WRAW are concerned; designated for hearing applications for renewal of licenses; Commissioner Craven not participating.

WMPS—Memphis Broadcasting Co., Memphis, Tenn.; WMC, Memphis Publishing Co., Memphis, Tenn.—Denied petition for postponement of the effective date of Section 3.35 to December 1, 1944, insofar as stations WMPS and WMC are concerned; designated for hearing application for renewal of license of station WMC and auxiliary (B3-R-477).

### APPLICATIONS FILED AT FCC

#### 1030 Kilocycles

NEW—Queen City Broadcasting Co., Inc., Boise, Idaho.—Construction permit for a new standard broadcast station to be operated on 1030 kc., 1 KW power and unlimited hours of operation. Amended: to change frequency to 600 kc., install directional antenna for night use and change transmitter site.

KELO—Sioux Falls Broadcast Assn., Sioux Falls, S. Dak.—Construction permit to install a new antenna.

WESX—North Shore Broadcasting Co., Marblehead, Mass.—Modification of license to change location of the main studio from Marblehead, Mass., to Salem, Mass.

#### 1240 Kilocycles

NEW—E. E. Murrey, Tony Sudekum, Harben Daniel and J. B. Fuqua, a partnership, d/b as Tennessee Broadcasters, Nash-

ville, Tenn.—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation.

WBAX—John H. Stenger, Jr., Wilkes-Barre, Penna.—Authority to determine operating power by direct measurement of antenna power.

#### 1250 Kilocycles

WREN—The WREN Broadcasting Co., Lawrence, Kansas.—Construction permit to increase power from 1 KW night, 5 KW daytime to 5 KW day and night, move transmitter from Tonganoxie, Kansas, to Topeka, Kansas, and studio from Lawrence, Kansas, to Topeka, Kansas, install directional antenna for day and night use.

#### 1340 Kilocycles

WINX—WINX Broadcasting Co., Washington, D. C.—Transfer of control of licensee corporation from Lawrence J. Heller, Agnes W. Heller, Agnes W. Heller as Trustee, and Richard K. Lyon to Eugene Meyer & Company, a partnership composed of Eugene Meyer and Agnes Meyer, d/b as The Washington Post.

NEW—The Elm City Broadcasting Corp., New Haven, Conn.—Construction permit for a new standard broadcast station to be operated on 1340 kc., 250 watts power and unlimited hours of operation.

WCBI—Birney Imes, Jr., Columbus, Miss.—Authority to determine operating power by direct measurement of antenna power.

#### 1400 Kilocycles

WDEF—Joe W. Engel, Chattanooga, Tenn.—Voluntary assignment of license to WDEF Broadcasting Company.

WJLD—J. Leslie Doss, Bessemer, Ala.—Voluntary assignment of license to George Johnston.

#### 1420 Kilocycles

NEW—Broadcasting Corporation of America, North of Brawley, Calif.—Construction permit for a new standard broadcast station to be operated on 1420 kc., power of 1 KW and unlimited hours of operation. Amended: to specify a transmitter site and change studio site.

#### 1460 Kilocycles

KINY—Edwin A. Kraft, Juneau, Alaska.—Construction permit for reinstatement of construction permit (B-P-3089 as modified) for increase in power from 1 KW to 5 KW, installation of new transmitter and changes in antenna.

#### 1470 Kilocycles

NEW—Calcasieu Broadcasting Co., T. B. Lanford, R. M. Dean and L. M. Sepaugh, Lake Charles, La.—Construction permit to change frequency from 1490 kc. to 1470 kc., increase power from 250 watts to 1 KW, install new transmitter and make changes in antenna.

#### 1490 Kilocycles

NEW—Southern Tier Radio Service, Inc., Binghamton, N. Y.—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation (facilities of WOLF).

#### 1540 Kilocycles

NEW—Standard News Assn., Patchogue, New York.—Construction permit for a new standard broadcast station to be operated on 1540 kc., power of 1 KW and unlimited hours of operation.

### FM APPLICATIONS

NEW—WHAW, Bremer Broadcasting Corp., Jersey City, N. J.—Modification of construction permit (B1-PH-72) which authorized construction of a new high frequency (FM) broadcast station for move of transmitter and extension of commencement and completion dates. Amended: to change studio location from Jersey City to Newark, New Jersey.

- NEW—WCAE, Inc., Pittsburgh, Penna.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45500 kc. with coverage of 8,650 square miles.
- NEW—L. B. Wilson, Inc., Cincinnati, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45900 kc. with coverage of 13,700 square miles.
- NEW—The Ohio Broadcasting Co., Canton, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46100 kc., with coverage of 8,499 square miles.
- NEW—Doughty and Welch Electric Co., Inc., Fall River, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on 47300 kc. with coverage of 2,120 square miles.
- NEW—O. E. Richardson, Fred L. Adair, Robert C. Adair, d/b as Radio Station WJOB, Hammond, Ind.—Construction permit for a new high frequency broadcast (FM) station to be operated on 49900 kc. with coverage of 2,241 square miles.
- NEW—Hearst Radio, Inc., New York, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48700 kc. with coverage of 8,570 square miles.

### TELEVISION APPLICATION

- NEW—William B. Still, trading as Jamaica Radio Television Co., Jamaica, L. I., N. Y.—Construction permit for a new experimental television broadcast station to be operated on Channel #3 (66000-72000 kc.), A3 emission for visual and special for aural, power of 250 watts (1000 watts peak) for visual and 250 watts for aural. Amended: to request Channel #13 (230000-236000 kc.), 100 watts (400 watts peak) for visual and 100 watts for aural and change in name.

### MISCELLANEOUS APPLICATIONS

- NEW—Columbia Broadcasting System, Inc., area of New York, N. Y.—Construction permit for a new relay broadcast station to be operated on 156075, 157575, 159975, 161925 kc., power of 0.5 watts, A3 emission.
- NEW—WLBV, Larus and Brother Co., Inc., Richmond, Va.—License to cover (B2-PRY-275) construction permit, which authorized construction of a new relay broadcast station.
- NEW—WLBX, Larus and Brother Co., Inc., Richmond, Va.—License to cover (B2-PRY-277) construction permit, which authorized construction of a new relay broadcast station.
- NEW—The Board of Education of the School District of the City of Detroit, Detroit, Mich.—Construction permit for a new noncommercial educational broadcast station to be operated on 42700 kc., power of 1 KW, 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.

**Ketchikan Packing Company**—A complaint has been issued charging Ketchikan Packing Co., Ketchikan, Alaska, and William H. Stanley, Inc., 103 East 125th Street, New York, with violation of the brokerage section of the Robinson-Patman Act in connection with the sale and purchase of canned salmon in interstate commerce. (5164)

**Maryland Glass & Mirror Company**, 1834 South Charles Street, Baltimore, is charged in a complaint with selling Grade B

window glass as Grade A to purchasers who have ordered and paid for the higher grade. (5165)

**World Publishing Company**—A complaint has been issued charging The World Publishing Company, 2231 West 110th St., Cleveland, with misrepresentation in the sale of Webster's Universal Unabridged Dictionary, Florentine DeLuxe Edition. (5163)

### 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:

**Flag Pet Food Corporation**, 108 South Street, New York City, stipulated that in the dissemination of advertisements of Flag Dog Food it will stop representing that the preparation contains meat. (03216)

**S. Oldman, Inc.**, 130 West 30th Street, New York, stipulated that in connection with the sale of furs and fur garments it will discontinue using in advertisements, invoices or labeling the word "Mouton" to designate products made from lamb peltries unless compounded with the true common English name of the fur, for example, "Mouton-Dyed Lamb"; the word "Lapin" to describe products made from rabbit peltries unless compounded with the true common English name of the fur, for example, "Lapin-Dyed Rabbit"; or the word "Beaver" or any term of like meaning, either alone or in combination with other words, to refer to furs or fur garments made from rabbit peltries or any peltries other than beaver, unless such word or term is compounded with the word "Dyed" and immediately followed in equally conspicuous type by the true name of the fur. (3841)

**Radiator Specialty Company**, 1700 Dowd Road, Charlotte, N. C., engaged in selling a gasoline additive agent designated "Nu-Power," stipulated that it will cease and desist from representing that the preparation has any effect upon the normal fuel value or energy of gasoline; that the results which might be expected through its use amount to a 25 percent or any other definite increase in mileage; or that it keeps spark plugs clean and eliminates gas knocks or motor "ping." (03215)

**Sears, Roebuck & Company**, Chicago, entered into a stipulation to discontinue representing in advertising matter that the medicinal preparation it sells under the name "Super-Kaps" will (1) beneficially affect the process of digestion except to the extent that faulty digestion may be known to be due to an insufficient intake of vitamin B<sub>1</sub>; (2) prevent infection or help build resistance to colds and coughs unless expressly limited to those instances in which bodily resistance is lowered due to an insufficient intake of vitamin A; (3) correct nervous conditions or be of any value for nervousness except where such conditions may be known to be due to a lack of vitamin B<sub>1</sub> in the diet; or (4) beautify the user. (03214)

### FTC CASES DISMISSED

A complaint against Mary Booth Powell, trading as Superior Hatchery, Windsor, Mo., alleging misrepresentation in the sale of baby chicks, has been dismissed by the Federal Trade Commission because of the death of the respondent.

The Commission has also dismissed its complaint charging Blue Ridge Coal Co., Inc., 1212 West North Ave., Baltimore, Md., with misrepresentation in the sale of coal.

# Table of Contents

January — May

	Page		Page
<b>BROADCAST ADVERTISING</b>		Number of Stations—914	42
Audience Measurement	103	Number of Stations—918	113
Avery Speaks at National Men's Wear Ass'n Convention	17	Number of Stations—920 in April	164
Avery Speaks at NRDGA Annual Convention	8	Policy on C. P.'s Clarified	23
Department Stores Use Radio	56	Proposed Network Recording Rule	31
KMBC Adopts New Station Advertising Theme	141	Revises Multiple Ownership Compliance Procedure	101
NAB Dept. Expanded	153	Television Multiples Increased	160
NRDGA Promotion Clinic	91-96	Transcription Announcements	159
Per-Inquiry—Allen Miller Production	120	Transfer of Control Regulation	12
Per-Inquiry—Pitluk Advertising Co.	11	W. Ervin James, Aide to Navy	105
Retail Promotion Plan Continues to Receive Radio-Retailer Acclaim	120	<b>GENERAL</b>	
Retail Promotion Plan Results	16	Advertising Federation Calls Off Its Annual Convention	122
Retail Radio Advertising Must State Tax Separately	145	Air Corps Casualties Available to Industry	145
Sales Managers Exec. and Research Committees Meet in Cincinnati	96	American Library Ass'n Spots	170
Sales Managers Hear "What Radio Buyers Want to Know"	40	"America's Secret Weapon" Film Available to Stations	147
Sales Managers Meetings	1-16-96	Broadcast Pleas Reduce Army Depot Absenteeism	4
Standard Coverage Study Under Way	145	Canadian Ass'n of Broadcasters Convention	61
Station Coverage Prime Research Objective	109	College Degrees in "Radio Journalism" Seen by NAB Radio News Committee	26
<b>DEFENSE</b>		Committee Studies College Radio Courses	32
Advertisers War Effort Contribution	96	D. A. R. Demands Free Radio	163
Armed Forces Radio Service Thanks NAB for Personnel Information	71	"Daylight Saving" Time	154
Bond Booths on Docks	11	Educators Request More Channels	32
Broadcasting in the 4th War Loan	109-11-71	Honorable Chan Gurney on Free Speech	103
Bulletin on 5th War Loan	146-155-169	Identification Break Waived	25
More Treasury ET's for Sponsorship	31	Imported U. S. Radios and Domestic Production Maintain Listening in Britain	18-57
Paper Rationing Affects You	11	Industry Thanked by Infantile Paralysis Foundation	55-65
Stations Ask for War Bond ET's	19	Information Wanted on Infringement of a Radio Idea	89
Stations Favor Continuance Bond Campaign	18	Information Wanted on Matthew Halton Radio Award	164
Stations War Effort Broadcasts	111-161	Information Wanted on "Rape of Radio" Book Cover	19
Voluntary Censorship Tightened	24	Inquiry on Power Rates	110
WROK Sponsors Showing of War Film	85	Jack Hopkins Continues as President of the Florida Ass'n of Broadcasters	121
<b>ENGINEERING</b>		Murphy Buys KSO	156
Crystals Now Available	89	NAB Receives Red Cross Cotatopm	160
District Engineering Committee	10	National Ass'n of Evangelicals Questionnaire	11
Fixed Condensers Available	110	National Music Week	141
FM Broadcasters Meet	25	National Thrift Week	11
FM vs. AM Television Sound	64	New Award Is Created for Radio Contribution to Cause of Democracy	139
Industrial Sound Equipment	110	No Attempts to Influence News by Advertisers	56
NAB Develops Training Technique for Women Studio Operators	83	No More "Disclaimers"	118
NAB Operator Training	56-71	"On the Air" Will Show Anywhere	105
NAB Technician Pool	110	Oregon-Washington Broadcasters Meet	96-104
Two NAB Staff Directors Address IRE Convention	26	Peabody Award Winners	135
<b>FEDERAL COMMUNICATION COMMISSION</b>		Program Log Information Wanted	110
Adair New Chief Engineer	58	Proposed Sale of WBT	33
Appropriations	24-33-92	Radio Does a Job	77
Chairman Fly—Speaks at FMBI Meeting	33	Radio Largest Source of War News, Survey Shows	141
Chairman Fly and Wheeler Hail Radio	171	Railroads Test Radio Train Communication	121
Committee Appoints John J. Sirica as General Counsel	104	Send Military Addresses to NAB	83-85-137
Craven to Leave Commission	159	Stations Study Public Likes and Dislikes	56
Data re 100-Watt Standard Broadcast Stations	140	Trammell Extols Radio and Press	4
Hudson to Assist Chairman Fly	156	WLS Has 20th Birthday	111
Identification Break Waived	25	Women Staff New NBC Show	91
Inquiry on Railroad Use of Radio	146	WOW Begins 22nd Year	111
Inspection of Records, Order No. 118	18	WRVA Announcements Recover Sailor's Bag	70
Jett Nominated to Commission	7-58	<b>GOVERNMENT</b>	
Jorgensen Joins Navy	92	Cohen to London	168
NAB Files Brief on FCC Order 118 Amending Rule 1.5	51	Crystals Now Available	89
Networks Warned on FM Broadcasting	168	D. Thomas Curtain WMC Radio Chief	104
New Multiple Ownership Order	31	FTC Report on Radio	12
Newspaper Case Closed	7	Fetzer Replaces Ryan at Censorship	69
		George P. Ludlam Succeeds Philip H. Cohen at OWI	120
		Internal Revenue—Talent Tax Status	63
		McIntosh Leaves WPB	159
		More Treasury ET's for Sponsorship	31-57

	Page		Page
Navy Dept. Compliments NAB	41	District Meetings Schedule	1-7-15-25
OWI Needs Overseas Personnel	64-122	Fetzer—8th District Director	39
Policy on C. P.'s Clarified	23	Finance Committee Meet—January 10	9
Smith Is New Treasury Radio Chief	169	Gillin—10th District Director	39
Sub-Committee Considers "Daylight Saving"	154	Hager—Director of District 2	78
Voluntary Censorship Tightened	24	Legislation Committee Meets With Chairman Wheeler	70-83
War Dept. Recognizes NAB Activity	31	Music Committee Confers with ASCAP	139
WMC Continues Broadcasting in Essential Category	70	Navy Dept. Compliments NAB	41
WMC Manpower Budget Plan	83	News Sub-Committee Meets	18
WPB Interprets P-133	154	Operator Training	56-71
<b>LABOR</b>		Program Managers Executive Committee Meet	10
Commission Employees—New Policy	2	Public Relations Meetings	1-25
William Green, Prexy, Says WJJD Strike Unauthorized	118	Radio News Committee	26
Pancake Turners	52	Radio News Committee Work Gets Further Cooperation	121
Wage and Hour (Talent Fees)	15	Revised Legislative Recommendations	24
WCOV Wins Arbitration Award	102	Ryan New President	29-118
WJJD Presents Case	159	Ryan Expresses Faith in Broadcasting's Future	117
WLB Statement on Voluntary Bonuses	160	Ryan, William B.—16th District Director	54
WMAL Case	136	Sales Managers Hear "What Radio Buyers Want to Know"	40
WMC Appeals Procedure Modified	53	Sales Managers Meetings	1-16
<b>LEGISLATION</b>		Salt Lake City Broadcasters Meet with Egolf and Avery	54
Brown and Rankin File Bills Affecting Radio	65	Small Market Stations Committee Examines Study of Group Selling	167
Brown Bill H. R. 431—Study and Investigation of News Released to Armed Forces	65	War Dept. Recognizes NAB Activity	31
Clark Committee Hears Inter-Lochen Ban Story	89	Way—Re-elected 12th District Director	63
International Communications Investigation	83	Wooten—6th District Director	69
NAB Committee Meets With Chairman Wheeler	70-83	Yocum—14th District Director	41-53
NAB Revises Legislative Recommendations	24	<b>PROMOTION</b>	
Rankin Bill H. R. 4151—Libel and Slander	65	Design Technique Versus Service Requirements —Irwin W. Stanton	45
Wheeler-Fly on Future of Communications	171	Kansas City Goes in for Kid Shows	42
<b>MUSIC</b>		KMBC Issues Service Brochure	105
Broadcasters Want Stronger BMI	62	KRNT and KSO Launch "Food For Freedom Fair"	105
Clark Committee Hears Inter-Lochen Ban Story	89	KROY Tells of Public Service	164
Commodore Records	53	KTSW Establishes Radio Scholarship	156
Haverlin Leaves BMI—Joins MBS	89	KXOK Has New Type Public Forum Broadcast	121
Harold Ryan Elected President of BMI	118	KXOK's "Jobs For Heroes" Gets Results	84
NAB Music Committee Confers with ASCAP	139	Post-War Radio Service	45
Resolution Adopted	154	Radio in Service of Home and Nation—Arthur Stringer	48
WJJD Presents Case	159	WAVE Sells in 4th War Loan Drive	70
WLB to Consider Petrillo Matter	95	WBIG Plans Morale Series	155
WPB Cites A. F. of M. Officers	135	WBZ Warcasts Increase Production, Raise Morale	111
<b>NATIONAL ASSOCIATION OF BROADCASTERS</b>		WGAR and WJR Survey 75 Stations	56
1944 Membership Certificates	105	WGAR's Library Promotion	32
Annual Convention	31	WJAG Serves in Emergency	170
Ass'n of Women Directors Stage Big Event	57	WJR Brochure—"Victory F.O.B."	110
Audience Measurement Bureau Committee Meets	31	WOWO's "Proudly We Hail"	147
Avery's Talk Before NRDGA Convention	8	WQAM Issues "Service" Brochure	164
Board Meeting—February 2 and 3	15-136	WQAM Juvenile Delinquency Program	163
Board Meeting—May 8, 9, 10	153	WRVA Campaign Producing "Smokes for Our Wounded"	170
Brief Filed on FCC Order 118 Amending Rule 1.5	51	WRVA Careless Talk Slogan Contest	90
Broadcasters Discuss Essential Character of Radio	79	WTIC's Unique Wartime Program	141
Broadcasters Want Even Stronger BMI	62	<b>PUBLIC RELATIONS</b>	
By-Law Change	153	American Home Campaign Contest	85
Canadian Ass'n of Broadcasters Convention	61	Egolf Addresses Radio Council of Greater Cleveland	26
Code, Controversial Issues	77	Egolf Speaks on Venereal Diseases	147
Convention Site and Program Committee Meet	9	Fifteenth Institute for Education by Radio	123
District 2	78	KFI Points Up Fight on Venereal Diseases	147
District 3	79	KTSM Booklet on El Paso Radio Forum	85
District 6	69	Lewis, Dorothy Schedule Southern Tour	85
District 8	39	Meetings	1-25
District 10	39	NAB Ass'n of Women Directors Stage Big Event	57
District 12	63	NAB Participates in Ohio Institute	155
District 13	62	Radio Councils Activities	19-26
District 14	41-53	Radio Farm Directors Organize Ass'n	154-155
District 15	104	Results of AWD General Survey of Women's Programs	122
District 16	54	Rochester Hospital Council Broadcasts	91
District Engineering Committee	10		
District Meeting Resolutions	39		

	<i>Page</i>
"Tell Us About Radio"—WGAR.....	90
<b>RADIO TECHNICAL PLANNING BOARD</b>	
Panel #3 .....	55
Panel #4 .....	2-154
Panel #5 .....	56-162
Panel #6 .....	64
FM and Television Panel Meetings.....	119
<b>RESEARCH</b>	
Data re 200 to 500-Watt Stations.....	121
Population Shifts .....	65
Radio Families—January 1, 1944 .....	17
Research and Sales Managers Exec. Committees Meet in Cincinnati .....	96
Station Coverage Prime Research Objective ..	109
Standard Coverage Study Under Way.....	145
<b>SELECTIVE SERVICE</b>	
Communications Common Carriers Denied De- ferments .....	109
New Developments .....	95
WMC Continues Broadcasting in Essential Category .....	70
<b>TAXATION</b>	
How to Mention Federal Excise Tax in Retail Radio Advertising .....	167

	<i>Page</i>
Retail Radio Advertising Must State Tax Sepa- rately .....	145
Talent Tax Status .....	63
<b>TELEVISION</b>	
Joyce Forecasts Television at NRDGA Promo- tion Clinic .....	96
Small Market Stations in Television.....	168
Television in Spotlight.....	145
Television Meeting .....	32
Television Multiples Increased .....	160
Television Stations Listed .....	32
<b>TUBES</b>	
Views on Production Differ.....	2
<b>NAB SPECIALS</b>	
A. F. OF M. BULLETINS .....	#24 thru #27
THE BEAM .....	Vol. 2, # 1 and #2
BROADCAST ADVERTISING.....	#9 thru #11
SPECIAL INFORMATION.....	#17
LEGISLATIVE .....	Vol. 12, #1 thru #8
SELECTIVE SERVICE.....	#17 thru #22
SWAP BULLETINS.....	#46 thru #50



# **D-DAY AND THE RADIO GIANT**

(As Released by the NAB News Bureau)

Washington, D. C., June 6: Harold Ryan, president of the National Association of Broadcasters, in a D-Day message to the radio industry, said today:

"Invasion for liberation has begun. In the middle of our American night word was flashed through the ether which brought millions from their beds to listen for every syllable of news from the French coast. As instinctively as they would rush to their windows to see what was going on in their own front yards, the American people turned to their radios for full information on the tremendous Allied move. Far transcending the story of Pearl Harbor, radio's instantaneous reports of the invasion for liberation are placing the people at home in close touch with the scenes where wave upon wave of our loved ones in uniform are pouring into the attack. As we listen today we know how essential were the weeks and months of preparation by stations and networks to bring this story home to America without interruption or delay. The responsibility which weighed so heavily upon the broadcasters, the numerous assurances which were given our listeners, are now more than justified by the reliance which fathers, mothers, wives, sisters and brothers are placing on this vast system of communication for minute to minute news, for words of cheer and comfort from leaders the world around. In its vigilance and preparedness for the recounting of this momentous event, American radio has distinguished itself as a great heart which never stops beating."



THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON 6, D. C. 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, *Director of Public Relations*; Howard S. Frazier, *Director of Engineering*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

## NAB REVIEWS LEGISLATIVE POSITION

Following is a quotation from a United Press Dispatch, June 6, 1944:

"Senator Wheeler said he had given up hope of Congressional action this year on Legislative Regulation of the Radio Industry. 'It's over for this session,' Wheeler said, 'I tried to work out a compromise bill which would curb some of the powers of the FCC but at the same time not free the industry from all regulations. The Radio Industry wanted no Regulation.' Wheeler said that in view of industry opposition he has not set any further meetings of the ICC, of which he is Chairman, on the White-Wheeler Bill he presented to the Committee two weeks ago."

NAB subsequently issued the following:

In view of the testimony favoring legislation given before the Senate Interstate Commerce Committee during last November and December and the subsequent diligent efforts of the Legislative Committee of the National Association of Broadcasters directed toward the securing of consideration by Congress of the vital need of the broadcasting industry for definitive legislation, we are disappointed with Chairman Wheeler's conclusion to call off further Interstate Commerce Committee meetings to discuss the Radio bill, "due to industry opposition."

In a spirit of cooperation the NAB considered and reported upon the Bill as revised by Senators Wheeler and White, which we understood to be one on which they both made concessions in order to give their Committee a base from which to operate.

In presenting the report to the Members of the Senate Interstate Commerce Committee we pointed again to the vital need for definitive legislation at the present time. We felt obliged to point out certain operating difficulties which would arise from adoption of some of the proposals in their present form. NAB "endorsed" many sections of the proposal, said certain were "desirable," said some were "improvements," recommended "deletion" of certain sections, made "suggestions" on other sections and mere "comments" on others. We recommend "deletion," for example, on the anti-sponsorship of news proposals which we believe would run counter to the fundamental concept and American policy of encouragement of news dissemination, and sections which we deemed would afford post censorship to a Federal Commission. We merely submitted factual comments, without recommendation, for example, on the 50 KW limitation and the proposal for the breakdown of the clear channels.

We recognized the controversial nature of certain of the proposals and, in what we felt was a proper faith in the wisdom of Congress to resolve these controversies in the public interest, we merely set forth certain facts and made certain predictions, based upon our experience as broadcasters.

We are amazed that the Industry should be accused of not desiring any legislation in light of the facts. The NAB testified at the Hearings in support of Legislation.

At conferences in March between Chairman Wheeler and the NAB, NAB reiterated its support of Legislative consideration, and as late as May 30, said "The need for definitive legislation at the present time is vital."

Subsequently, on May 31, following submittal of the Report to the Members of the Interstate Commerce Committee, the NAB Legislative Committee passed a Resolution directing Don Elias, chairman of the Legislative Committee, and J. Harold Ryan, president of NAB, "to take such steps as they believe advisable to expedite desirable legislation."

Certainly the Industry has made every effort to secure Committee consideration of remedial legislation. To expect 100% support of any piece of legislation dealing with radio from every competing broadcasting station would be tantamount to expectation that complete unanimity could be secured from all members of a legislative body on a controversial measure.

The fact is that the Industry does not oppose Legislative consideration—it is seeking it! It is our sincere hope that Chairman Wheeler will renew his call for a Committee meeting and that the Committee will consider and adopt a Bill and report it to the Senate and that the Senate will pass a Bill.

## ADDITIONAL RADIO LEGISLATION PROPOSED

Mr. Johnson of Colorado proposes licensing commentators and prohibiting the broadcast into a State of advertising violative of State Law.

Mr. Vandenberg of Michigan introduces amendment to prohibit interference with non-commercial cultural or educational programs such as was exercised by A F of M against Interlochen.

The Bills follow:

### S. 814

IN THE SENATE OF THE UNITED STATES

MAY 29 (legislative day, MAY 9), 1944

Referred to the Committee on Interstate Commerce and ordered to be printed

### AMENDMENT

Intended to be proposed by Mr. JOHNSON of Colorado to the bill (S. 814) to amend the Communications Act of 1934, and for other purposes, viz: At the proper place in the bill insert the following new section:

SEC. . Part I of title III of such Act is further amended by adding at the end thereof a new section as follows:

#### "LIMITATION ON ADVERTISING BROADCASTS

"SEC. . No person shall broadcast by means of any radio station for which a license is required by any law of the United States and no person operating any such station shall permit the broadcasting of, any advertisement of or information concerning any matter or thing if the broadcast of such advertisement or information is capable of being received by any ordinary household radio receiving set at any place or point in any State of the United States or any Province of the Dominion of Canada, during such hours as the broadcasting of a similar advertisement or similar information by a radio station located in such State or Province is prohibited by the laws thereof effective throughout its geographical limits."

### S. 814

IN THE SENATE OF THE UNITED STATES

JUNE 5 (legislative day, MAY 9), 1944

Referred to the Committee on Interstate Commerce and ordered to be printed

### AMENDMENTS

Intended to be proposed by Mr. JOHNSON of Colorado to the bill (S. 814) to amend the Communication Act of 1934, and for other purposes, viz: At the proper place in the bill insert the following:

SEC. . Section 317 of such Act is amended to read as follows:

"SEC. 317. (a) All matter broadcast by any radio station for which service, money, or any other valuable

consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person.

"(b) No news analyses or news commentaries shall be included in any such broadcast unless the person making such broadcast has been licensed by the Commission as a news commentator.

"(c) The Commission shall issue a license as a news commentator to any person, upon application therefor, if the applicant subscribes to and accepts the following code of ethics:

"(1) News shall be presented with fairness and accuracy.

"(2) No commentator shall make any false, slanderous, libelous, or derogatory statement concerning any person.

"(3) News commentaries and analyses shall be presented in compliance with all the provisions of the Communications Act of 1934 and regulations made pursuant thereto.

"(d) The Commission shall have authority to revoke the license of any news commentator who violates the code of ethics set forth in subsection (c)."

At the proper place (in the section relating to appeals to the court) insert the following:

"( ) By any news commentator whose license has been revoked by the Commission."

### S. 1957

#### IN THE SENATE OF THE UNITED STATES

MAY 29 (legislative day, MAY 9), 1944

Mr. VANDENBERG introduced the following bill; which was read twice and referred to the Committee on Interstate Commerce

#### A BILL

To amend the Communications Act of 1934, as amended, so as to prohibit interference with the broadcasting of noncommercial cultural or educational programs.

*Be it enacted in the Senate and House of Representatives of the United States of America in Congress assembled,* That the Communications Act of 1934, as amended, is amended by inserting, after section 329 of such Act, a new section as follows:

"SEC. 330. It shall be unlawful for any person, or any person representing an organization or group, to interfere with, intimidate any person or persons, hinder, extort, delay, prevent, or conspire with other persons for the purpose of hindering, delaying, interfering with, or stopping the production or transmission, by means of any radio station of any noncommercial educational or cultural program presented by any academically accredited and tax-exempt educational institution, prepared and planned for presentation by radio or in the process of being transmitted by radio stations, and it shall likewise be unlawful for any person as a part of a group or organization to threaten or intimidate any other person for the purpose of preventing by group action the operation of any broadcasting station while preparing for or in the operation of broadcasting such noncommercial educational or cultural programs, unless such interference, work stoppage, or group action is part of a general action for other purposes and is of general and broader nature or purpose than to prevent or interfere with the broadcasting of such noncommercial educational and cultural programs: *Provided*, That such radio station or stations have agreed to broadcast such programs and that no service, money, or other valuable consideration is directly or indirectly paid or promised to, or charged or accepted by such station from any person for broadcasting or agreeing to broadcast such program and no service, money, or other valuable consideration is directly or indirectly paid or promised to, or charged or accepted by the persons producing or participating in such program from such station or from any commercial sponsor, for services rendered in producing or participating in such program.

#### "DEFINITION

"'To conspire' shall mean to plan with others, to hold meetings for the purpose of planning, to take action as the result of a plan or purpose—such as united stoppage of work at a radio plant, or to write communications urging interference by action or by word of mouth to induce action for the purpose of interference."

#### INFORMATION NEEDED

Information is needed with respect to any instances in which a local IBEW union has admitted women technicians to membership. The more specific the information the better. Any stations having information with reference to the matter are asked to communicate with NAB giving names of individuals and local union involved.

#### RENEWAL FORMS REVISED BY FCC

The Commission, on May 30, approved a revised Form 303, application for renewal of license for standard broadcast stations and authorized two new forms, 303-A, Statement of Technical Information Concerning Standard Broadcast Stations Using Nondirectional Antennas, and 303-B, Statement of Technical Information Concerning Standard Broadcast Stations Using Directional Antennas.

The Commission has required very little engineering data with regard to any standard broadcast station since the change to the abbreviated renewal application Form 303 in February, 1942, and in view of the recently extended license period for standard broadcast stations to three years, it is essential that up-to-date engineering data be filed with the Commission. For this reason, licensees will be requested to submit to the Commission, by August 1, 1944, such current engineering information on Form 303-A or 303-B. It is expected that a supply of the newly approved forms 303-A and 303-B will be available in a short time and will be promptly mailed to each standard broadcast station.

One significant change in the forms covering the engineering data is that in addition to being executed by the applicant, the chief engineer or technical director of the station will be required to swear or affirm that he has read the same, knows the contents thereof, and that the matters and facts set forth in the form are true of his own knowledge. Past experience has indicated that many licensees filed their renewal applications with gross errors which are repeated time and time again, thus indicating that the data had been copied from a previous renewal application without reexamination by anyone having knowledge or information of the facts. It is hoped that with the revised forms, engineering information submitted will be current, accurate, and of real assistance to the Commission.

In addition to up-to-date engineering data, the revised application form and renewal of license seeks to elicit information as to the ownership, operation, interests therein, etc., of all licensees. Current information on program service is likewise sought and applicants will be required to attach to the original application only the program and operating logs or one exact copy thereof required to be kept under Section 3.404 of the rules for the seven consecutive days immediately preceding the date of execution of the application form. If the original log is submitted and so marked, it will be returned to the applicant.

The requirement in the revised form for submission of

program and operating logs is in lieu of the provision in Form 303 prior to revision, which sought a breakdown of program content giving percentage of total monthly hours (commercial and sustaining) divided into types of programs such as entertainment, educational, religious, agricultural, fraternal, news, etc., and it is believed will result in eliciting more accurate information on the subject of program service the station renders with less effort on the part of the applicant.

In view of the fact that under Section 1.361 of the Commission's Rules of Practice and Procedure, licensees are required to file an annual financial report, no additional financial data is required by the revised Form 303 unless changes in the financial status of the applicant have occurred since the filing of the applicant's last annual report, in which event such changes are required to be reported. The applicant must, however, represent that its financial condition, except for minor changes occurring in the normal course of business, is the same as of the date of execution of the renewal application as that shown in the most recent annual report, stating the date filed.

### **INDUSTRY THANKS EXPRESSED TO "FIBBER" McGEE AND MOLLY FOR D-DAY COVERAGE PLUG**

The following letter was written by Harold Ryan to "Fibber" McGee and Molly as a result of a statement made at the beginning of their broadcast on the night of June 6:

"This is to thank you for the fine compliment which you paid the institution of American radio at the beginning of your program on the night of June 6th, when you stated that you were proud to be associated with the radio industry in view of its great service to the American public on that historic invasion day.

"On behalf of the National Association of Broadcasters, I wish to express gratitude to you for this thoughtful utterance.

"Radio is so much like a guest in the home that it cannot with good grace refer to itself with words of praise. Radio must depend upon those who use its facilities, those who enjoy a large public following, such as you and Molly, to express recognition of its good work.

"We appreciate very much your acknowledgment of radio's excellent coverage of the invasion, and the splendid, tasteful manner in which you handled it. With every good wish for your success, I am

Cordially yours, Harold Ryan."

### **ELLIS ADDRESSES RMA CONFERENCE**

Ray C. Ellis, Director of Radio and Radar Division of WPB, who recently returned from a two months' visit to the Soviet Union, spoke before the Third War Production Conference of the Radio Manufacturers Association at the Stevens Hotel, Chicago, on Tuesday, June 6.

Mr. Ellis, in his address, reported to the RMA membership on "Radio in Russia." The talk dealt primarily with the present status of radio manufacturing and research in the Soviet Union. In concluding the talk, Mr. Ellis said:

"Both Russia and the United States have many fundamental and basic things in common. Both countries are generally self-sufficient as far as their basic requirements are concerned. Neither country has had any ambitious colonization program. Neither country should have any difficulty in the future from an immigration standpoint.

"I feel that the friendly relations of the United Nations will continue to develop. Russia's big problem is raising the standard of living in her own country which will require all of the products that they can produce. As for postwar radio problems, it would seem to me that if they are handled on a business basis the United States and Russia can be of great mutual help to one another."

### **FCC REPORTS FM BURSTS TO RTPB**

Observations on a phenomenon in radio propagation hitherto not reported—long-distance bursts causing interference in the very high frequency band which includes the band 42-50 megacycles now assigned to FM broadcasting—were announced today by the Federal Communications Commission.

The amplitudes of the bursts, according to FCC engineers, have varied from the lowest levels which can be measured up to levels well in excess of that required to render a satisfactory FM broadcast service. During periods of maximum activity they may occur at the rate of several hundred per hour. However, the amplitudes of but few of the bursts are sufficient to cause serious interference to a receiver operating within the protected area of an FM station under present FCC standards.

A "burst" is defined as a sharp increase of signal strength of very short duration—seldom covering more than the time consumed by a single spoken word or a note or two of music—from an FM station located at a considerable distance from the observer. Since February 1943, FCC engineers have been recording reception from certain FM stations to determine the nature and extent of the interference.

The bursts were observed from the higher powered FM stations only. This may account for the failure of amateurs, experimenters and others to have reported this type of interference in this frequency range. The bursts are not normally observed from nearby FM stations, since the steady ground wave signal is of sufficient strength to obscure them, but they may be observed in such instances by a system of pulsing or by a directional antenna which discriminates against the ground wave. At greater distances where the steady signal is absent or of low intensity, the bursts may be heard through the loudspeaker or may be recorded by a suitable recorder.

Bursts have been observed by both methods at distances up to 1400 miles from certain FM stations, but are neither so intense nor so numerous at the longer distances as they are at distances of 300 to 700 miles. Commission engineers observed a systematic variation in the relative numbers of bursts which occur from hour to hour during the day, the highest number occurring near sunrise and the fewest near sunset.

It was pointed out these bursts may be related in some way to bursts of somewhat longer duration and greater frequency of occurrence which have been reported by other engineers on frequencies below 20 megacycles. The distances over which the FM bursts are received, as well as certain measurements of signal path length, indicate they are ionospheric in origin, just as are the bursts at the lower frequencies. There is also substantial agreement between the daily variations in the FM bursts and the lower frequency bursts which is further evidence that they are related and may perhaps be due to a common cause.

Bursts were also observed by Commission engineers on certain television stations at 72 megacycles, but insufficient data have been collected on these to make any determination of the relative amplitudes, frequencies of occurrence, and durations as compared with the bursts in the FM band.

In accordance with a commitment made when the FCC met November 17, 1943, with representatives of the Radio Technical Planning Board, the Interdepartment Radio Advisory Committee, and the Board of War Communications to discuss organization and procedure to be followed in post-war planning, the Commission has made a preliminary report on bursts in the FM band to the RTPB.

Commission engineers are continuing their observations and it is hoped data will be obtained which may serve as a basis for approximating the amplitudes and numbers of the bursts to be expected at various distances from a

transmitter at any given time. This determination involves not only a long-time measurement of burst amplitudes from FM stations, but measurements as well of the path lengths and directions of arrival of the signals, in order to identify the medium causing the bursts.

In addition to the burst signal interference described above, there is another distinctly different kind of interference to Very High Frequency reception which has been recognized for some years. It happens occasionally that a normally unheard station will come in with sufficient signal strength to operate a receiver satisfactorily for a considerable length of time—many minutes or even hours. This effect, easily distinguishable from the burst phenomenon by its duration, can be produced by transmitters of low power and has been known to produce a signal sufficiently strong to take control of a receiver tuned to a local station on the same frequency. The cause of this phenomenon has been traced to abnormal "patchy" ionic densities in the lowest of the ionospheric layers—the "E" layer, and is known as "sporadic E transmission." While much data on this effect has been accumulated at lower frequencies, more are needed for the Very High Frequency region of the spectrum and it is hoped that the present recording program of the Commission will help to supply the need.

Both of these interference effects are being studied by the appropriate Panels of the Radio Technical Planning Board and with this cooperation and that of other interested organizations, it is believed the Commission will find a satisfactory solution of the problems involved.

#### **JUNE 10 DEADLINE FOR MAILING PHOTOS FOR NAB PUBLIC RELATIONS BOOK "MAN- AGEMENT IN THE PUBLIC INTEREST"**

Following mailing to the industry of a second letter requesting "fill-in" photographs under subject headings not fully illustrated, June 10 was set as the deadline for mailing photos for the NAB public relations book, "Management in the Public Interest."

Well over 600 photos are now in the hands of the public relations department, most of which have possibilities for inclusion in the industry's first documentary approach to its public relations problems.

Warm thanks are expressed for the extremely fine cooperation from managers and promotion departments which have gone out of the way to provide visual evidence of radio's expansive operation in the public interest. In addition to use in the book, this file of photos affords material for a convincing display of great magnitude.

Please address mailings not later than June 10 to Willard D. Egolf, Director of Public Relations, National Association of Broadcasters, 1760 N Street, N. W., Washington, D. C.

#### **"STRANGLE HOLD" DESCRIBED AS CARESS OF FREEDOM**

(From New York Times, June 6)

Harlow Shapley thinks that public taste in America is being vulgarized by the radio companies who have made a "revolting mess" of their job. Perhaps it does no harm to say such things; even if the verdict sounds harsh it

may do good. But when Professor Shapley attributes the mischief to the big advertisers, he says something which may do harm. It gives fresh countenance to an ancient error of which, we thought, by this time Hitler had cured us.

We all remember the time, not so very far away, when so many people found the condition of the American press to be very low indeed. The chief reason was the "strangle hold" of the large advertiser. He was the incubus on the conscience and good judgment of the men who publish the newspapers.

What have we learned in the last half-dozen years? Newspaper advertising, speaking only of the larger countries, is overwhelmingly an English-speaking institution. By comparison one might say of pre-war France that newspaper advertising practically did not exist there. It then remains only to compare journalistic ethics in this country and Britain where the large advertiser had his "strangle hold" on the press and the moral status of the French press which suffered from no such despotism. Instead of revenue from advertisers whose sole object was to have their names known, a considerable part of French press revenues came from other sources—which didn't advertise.

Life in America does threaten to become pretty sad if something is not done soon about those commercial jingles which drive Professor Shapley crazy, with millions of others. But if radio jingles are part of the price of freedom, as we suspect they are, why let those quartets keep on?

#### **MARKS HEADS FCC NEW FACILITIES SECTION**

The FCC has announced the appointment of Leonard Marks as Chief of the New Facilities Section of the Broadcast Division, to supervise the handling of applications for all new broadcast stations. With the Commission since February, 1943, Mr. Marks graduated from the University of Pittsburgh Law School in 1938, held a faculty fellowship there from 1938 to 1939 and was Assistant Professor at the University Law School from 1939 to 1942.

#### **UNION THEOLOGICAL SEMINARY UNDERTAKES RADIO SURVEY**

NAB has approached the Union Theological Seminary of Richmond, Virginia, with an offer to attempt to provide answers to any problems which might be responsible for the questionnaire recently mailed to stations requesting information relative to the broadcast of religious programs. Cooperation will be rendered from NAB headquarters.

#### **RID ALERTED**

Chairman James Lawrence Fly of the Communications Commission has announced that George E. Sterling, Chief of the Radio Intelligence Division, has alerted the nationwide network of RID monitoring stations with orders to keep extraordinary watchfulness for espionage or other clandestine radio transmissions during the invasion.

"We are going on the theory that any Axis spies who have been kept off the air heretofore by RID surveillance may now become desperate enough to risk the danger of even the briefest transmission," Chairman Fly explained.

"The speed with which the RID has pounced upon clandestine operators during the war has been a powerful deterrent to would-be radio spies. RID monitoring officers at stationary stations and in mobile units patrolling the ether around-the-clock have kept espionage transmissions in this country almost to zero. The RID is going to do everything in its power to maintain that record during the invasion."

During the past four years, the RID has located 360 unlicensed transmitters within the United States, has

assisted South American nations in rounding up more than 200 Axis spies, has uncovered many clandestine circuits throughout the world.

### U. S. COMMUNICATIONS REPRESENTATIVES CONFER WITH COLOMBIAN GOV.

Following conferences between FCC Commissioner Ray C. Wakefield, Harvey Otterman, Assistant Chief of the Telecommunications Division of the State Department, and FCC Assistant Chief Engineer Philip Siling in Bogota, Colombia, it was announced the Colombian Government, subject to approval of the Colombian Congress, agreed to a 26 cents basic per word rate on ordinary telegrams northbound to the United States.

This northbound rate approximates that proposed by the FCC in its Order effecting reductions, beginning July 1943, on rates charged by United States communications carriers on Inter-American telegraph service.

The Colombian government has also agreed, subject to approval of the Congress, to make the same northbound rates applicable to all types of telegrams whether carried over the facilities of RCA Communications, Inc. or All America Cables & Radio. At the present time, RCA's northbound rates from Colombia are lower than those of All America.

The three U. S. government representatives left May 20 to confer with officials in Colombia, Venezuela, Brazil, Argentina, Uruguay and Chile regarding communications matters, particularly equalization of north and southbound cable and telegraph rates between the U. S. and these countries and adoption of a unified rate for code and plain language messages.

## Federal Communications Commission Docket

### HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, June 12th. They are subject to change.

#### Monday, June 12

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

#### Wednesday, June 14

Further Consolidated Hearing

KOMA—KOMA, Inc., Oklahoma City, Okla.—C. P., 690 kc., 500 watts night, 5 KW day, unlimited (request facilities of KGGF).

KOMA—KOMA, Inc., Oklahoma City, Okla.—Renewal of license, 1520 kc., 5 KW, unlimited.

KGGF—Hugh J. Powell, Coffeyville, Kansas.—C. P., 690 kc., 1 KW (DA-day and night), unlimited.

KGGF—Hugh J. Powell, Coffeyville, Kansas.—Renewal of license, 690 kc., 500 watts night, 1 KW LS, unlimited.

#### Thursday, June 15

Further Hearing

WSAR—Doughty & Welch Electric Company, Incorporated (Assignor), Fall River Broadcasting Company, Incorporated (Assignee), Fall River, Mass.—Assignment of license of station WSAR, Fall River, Mass.; 1480 NARBA, 1 KW, unlimited, DA.

## Federal Communications Commission Action

### APPLICATIONS GRANTED

KID—Jack W. Duckworth (Transferor), Walter Bauchman, H. F. Laub, and L. A. Herdti (Transferees), KID Broadcasting Co. (Licensee), Idaho Falls, Idaho.—Granted consent to voluntary transfer of control of KID Broadcasting Co., licensee of station KID, from Jack W. Duckworth to Walter Bauchman, H. F. Laub and L. A. Herdti, by transfer of 250 shares, or 100% of authorized, issued and outstanding capital stock of the company for a total consideration of \$100,000 (B5-TC-382).

KLCN—Fred O. Grimwood (Assignor), Harold L. Sudbury (Assignee), Blytheville, Ark.—Granted consent to voluntary assignment of license of station KLCN, from Fred O. Grimwood to Harold L. Sudbury, for a total consideration of \$15,865.12 (B3-AL-409).

KFAB—KFAB Broadcasting Co., Lincoln, Neb.—Granted construction permit (Comms. Walker and Durr dissenting), to change frequency from 780 to 1110 kc., hours of operation from simultaneous day, S-N WBBM, to unlimited, and install directional antenna for night use, subject to procedural conditions set forth in policy of January 26, 1944, and subject to the filing of an application for a new transmitter site and proper antenna system that would meet the Commission's requirements for Class I operation as soon as materials become available; and in case of WJAG, subject to the installation of a proper antenna and ground system when materials become available (B4-P-3578).

WJAG—The Norfolk Daily News, Norfolk, Neb.—Granted construction permit (Comms. Walker and Durr dissenting), to change frequency from 1090 to 780 kc. (B4-P-3577).

WBBM—Columbia Broadcasting System, Chicago, Ill.—Granted modification of license (Comms. Walker and Durr dissenting) to change hours of operation from simultaneous day, S-N KFAB, to unlimited time on frequency 780 kc. (B4-ML-1188).

### DESIGNATED FOR HEARING

WBT—Columbia Broadcasting System, Inc. (Assignor), KFAB Broadcasting Co. (Assignee), Charlotte, N. C.—Designated for hearing application for consent to assignment of license of station WBT to KFAB Broadcasting Co. (B3-AL-403).

KFAB—The Sidles Co. (Transferor), The Sidles Co., Star Printing Co., State Journal Printing Co., and Columbia Broadcasting System, Inc. (Transferees), KFAB Broadcasting Co. (Licensee), Lincoln, Neb.—Designated for hearing application for consent to voluntary relinquishment of control of KFAB Broadcasting Co., licensee of station KFAB, by the Sidles Company through distribution of capital stock (B4-TC-363).

### MISCELLANEOUS

WJOB—O. E. Richardson, Fred L. Adair and Robert C. Adair, d/b as Radio Station WJOB, Hammond, Ind.—Granted authority to determine operating power by direct measurement of antenna power (B4-Z-1593).

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Granted construction permit to install new ground system (B5-P-3605).

WMWA—WOKO, Inc., area of Albany, N. Y.—Present license for relay broadcast station was extended upon a temporary basis only, pending determination upon application for renewal, in no event later than August 1, 1944.

In re application of Doughty & Welch Electric Co., Inc., Assignor, Fall River Broadcasting Co., Inc., Assignee, for assignment of license of Station WSAR, Fall River, Mass.—Adopted an order advancing the hearing date, now scheduled for June 29, to June 15, 1944, in Docket No. 5902, and correcting the second issue.

KGKO—KGKO Broadcasting Co., Ft. Worth, Texas; WBAP, Carter Publications, Inc., Ft. Worth, Texas; WFAA, A. H.

Belo Corp., Dallas, Texas.—Designated for hearing joint petition requesting a finding that the multiple ownership rule (Sec. 3.35) is inapplicable to these stations; designated for hearing applications for renewal of licenses.

KSOO-KELO—Sioux Falls Broadcasting Assn., Inc., Sioux Falls, S. Dak.—Designated for hearing petition requesting a finding that the multiple ownership rule (Sec. 3.35) is inapplicable to stations KSOO and KELO; designated for hearing application for renewal of license of station KSOO. (Commissioner Craven not participating.)

WAIT—Radio Station WAIT, Chicago, Ill.—Designated for hearing petition for grant of regular license; designated for hearing application for renewal of license.

KOMO-KJR—Fisher's Blend Station, Inc., Seattle, Wash.—Denied petition for extension of licenses for such periods as may be necessary to enable petitioner to complete negotiations to comply with multiple ownership rule (Sec. 3.35); designated for hearing application for renewal of license of station KOMO.

WABI—Community Broadcasting Service, Bangor, Maine.—Granted continuance of hearing date for 30 days, to July 5, 1944, in re hearing on applications for renewal of license and for modification of construction permit. (Docket Nos. 6579 and 6580)

WEHS—WHFC, Inc., Chicago, Ill.—Granted 30-day extension of time to comply with procedural conditions attached to grant of construction permit for erection of new FM station.

Evangelistic Mission, Adrian, Mich.—Granted extension of authority to transmit programs from Pontiac, Mich., to Canadian Station CKLW, Windsor, Ontario, Canada.

KFVD—Standard Broadcasting Co., Los Angeles, Calif.; KPAS, Pacific Coast Broadcasting Co., Pasadena, Calif., and J. Frank Burke (stockholder).—Denied petition for postponement of effective date of multiple ownership rule 3.35, and designated for hearing renewal applications for stations KFVD and KPAS.

KXL—KXL Broadcasters, Portland, Ore.—Denied special service authorization to operate local sunset to 11:30 p. m. for the period ending October 1, 1944, in order to broadcast baseball games (B5-SSA-106).

## APPLICATIONS FILED AT FCC

### 540 Kilocycles

KMBC—Midland Broadcasting Co., Kansas City, Mo.—Construction permit to change frequency from 980 kc. to 540 kc., increase power from 5 KW to 50 KW, install new transmitter and vertical antenna and change transmitter location.

### 890 Kilocycles

NEW—Henderson Radio Corp., Henderson, N. C.—Construction permit for a new standard broadcast station to be operated on 890 kc., power of 250 watts and daytime hours of operation.

### 910 Kilocycles

WQAN—The Scranton Times (Copartnership), E. J. Lynett, Wm. R. Lynett, Elizabeth R. Lynett and Edward J. Lynett, Jr., Scranton, Pa.—Modification of license to changes name of licensee to The Scranton Times (Copartnership), Wm. R. Lynett, Elizabeth R. Lynett, Edward J. Lynett, Jr.

### 930 Kilocycles

WKY—WKY Radiophone Co., Oklahoma City, Okla.—Modification of construction permit (B3-P-3114 as modified), which authorized installation of directional antenna, move of transmitter and increase in power for extension of completion date from 7-20-44 to 1-20-45.

### 980 Kilocycles

WSIX—WSIX, Inc., Nashville, Tenn.—Voluntary assignment of license to Jack M. Draughon, Louis R. Draughon, d/b as WSIX Broadcasting Station.

### 1260 Kilocycles

WNAC—The Yankee Network, Inc., Boston, Mass.—License to cover construction permit (B1-P-3537) for move of auxiliary transmitter.

WNAC—The Yankee Network, Inc., Boston, Mass.—Authority to determine operating power of auxiliary transmitter by direct measurement of antenna power.

### 1400 Kilocycles

NEW—A. C. Neff, Savannah, Ga.—Construction permit for a new standard broadcast station to be operated on 1400 kc., 250 watts power and unlimited hours of operation.

### 1410 Kilocycles

WING—Great Trails Broadcasting Corp., Dayton, Ohio.—Construction permit to make changes in directional antenna system and move the transmitter.

### 1450 Kilocycles

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

WROX—Robin Weaver, Sr., Clarksdale, Miss.—Authority to determine operating power by direct measurement of antenna power.

WROX—Robin Weaver, Sr., Clarksdale, Miss.—License to cover construction permit (B3-P-3557 as modified), which authorized construction of a new standard broadcast station.

KLBM—Ben E. Stone, La Grande, Oregon.—Voluntary assignment of license to Inland Radio, Inc.

## FM APPLICATIONS

NEW—Florida Broadcasting Co., Jacksonville, Fla.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44700 kc. with coverage of 11,700 square miles.

NEW—Peoria Broadcasting Co., Peoria, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48700 kc. with coverage of 11,613.96 square miles.

NEW—The Hartford Times, Inc., Hartford, Conn.—Construction permit for a new high frequency (FM) broadcast station to be operated on 43700 kc. with coverage of 21,900 square miles.

NEW—Worcester Telegram Publishing Co., Inc., Worcester, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on 43500 kc. with coverage of 20,437 square miles.

## TELEVISION APPLICATIONS

W2XMT—Metropolitan Television, Inc., New York, N. Y.—Modification of construction permit (B1-PVB-40 as modified), which authorized construction of a new experimental television broadcast station for extension of completion date from 6-30-44 to 12-31-44.

NEW—WEBR, Inc., Buffalo, N. Y.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (50000-56000 kc.).

NEW—Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall, d/b as Utah Broadcasting Co., Salt Lake City, Utah.—Construction permit for a new commercial television broadcasting station to be operated on Channel #2 (60000-66000 kc.).

## 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.

**Eunice Mail Order House**—A complaint has been issued charging Benjamin Rosenberg, trading as Eunice Mail Order House, 197 Division Street, New York, with making false and misleading representations concerning the condition, quality, fiber content and source of supply of certain new and previously used articles of wearing apparel he sells in interstate commerce. (5170)

**Interstate Home Equipment Co., Inc., et al.**—Two complaints have been issued in which the respondents are charged with use of unfair and deceptive acts and practices in connection with the sale of household articles, including silverware, mattresses, blankets and radios.

One complaint (5173) is directed against Interstate Home Equipment Co., Inc., 60 Franklin St., Providence, R. I., and its officers, Benjamin N. Kane, Sidney A. Kane, Irwin E. Kane, Reuben Lipson, Samuel Leven, and William G. Goldstein. In the second complaint (5174) the respondents are Consumers Home Equipment Co., 4805 Woodward Ave., Detroit, and its officers and directors, Avery B. Chereton, Harry H. Chereton, H. H. Gordon, E. Mallison, and Mrs. Hannah Chereton. (5173-5174)

**National Dress Goods Co.**, 905 Washington Ave., St. Louis, is charged in a complaint with unfair and deceptive acts and practices in connection with the interstate sale of garments made in whole or in part of rayon. (5167)

**Printwell Company**—Misrepresentation of the quality and price of merchandise is alleged in a complaint issued against The Printwell Co., Chicago, and its officers, Maurice Willens, Max Willens and Irene Willens, engaged in the sale at retail of bill-folds, fountain pens, name plates and identification tags. The respondent corporation and its officers also trade as U. S. Name-Plate Co., United States Name-Plate Co. and Nation-Wide Wholesalers. (5166)

**Tailored Woman**—A complaint has been issued charging Tailored Woman, 742 Fifth Avenue, New York, with misrepresenting the price and quality of certain fur garments it sold in interstate commerce. (5168)

**Webster University**, 121½ Luckie St., Atlanta, Ga., is charged in a complaint with misrepresentation of correspondence courses it sells in interstate commerce, and with misuse of the word "University" in its corporate name. (5171)

## STIPULATIONS

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

**Columbia Mills, Inc.**, 225 Fifth Ave., New York, stipulated that in connection with the sale of window shades it will cease and desist from the use of any label, tag, advertisement or representation purporting to indicate the size or dimensions of any such product that does not clearly and definitely set forth the finished size, that is, the dimensions of the product as offered for sale; and in equally conspicuous type and in immediate connection therewith, the so-called cut size, that is, the dimensions of the fabric of which the product was made. (3845)

**Richard Hudnut**, a New York corporation located at 113 West 18th St., New York City, entered into a stipulation to cease and desist from the following representations in connection with the sale of a correspondence course in beauty culture designated "DuBarry Success Course". (3840)

**Junior-Deb Coat & Suit Co., Inc.**, 512 Seventh Ave., New York, engaged in the sale of women's coats, stipulated that it will cease and desist from offering for sale or selling any garment containing or lined with used or worn fur, unless there is securely attached to the garment a label bearing full and nondeceptive disclosure of the fact that the fur content is not new but is used, worn, second-hand or has been made over. The stipulation provides that the label shall be attached to the garment on an exposed and conspicuous place with sufficient permanency to remain there in a plainly legible condition throughout the entire period of the garment's sale, resale and handling. (3842)

**Lansburgh & Brother**, operating a department store at Seventh and E Sts., N. W., Washington, D. C., entered into a stipulation to discontinue misrepresentation of furs and fur garments. (3842)

**National Foods, Inc., et al.**—Under separate stipulations entered into National Foods, Inc., 600 Second Ave., Pittsburgh (3831), and St. Louis Macaroni Manufacturing Co., Inc., 5123 Bischoff Ave., St. Louis (3832), agreed that in connection with the sale of macaroni, noodles and related food products they will discontinue use of the words "Plain Noodles" to designate such products when actually they contain egg or egg yolk or any other ingredient which is not an ingredient in plain noodles. The corporations also stipulate that they will discontinue using the words "Egg Noodles" or any statement such as "Made of Eggs" or "Made with Egg Yolks" which indicates that the product contains egg or egg yolk in such substantial quantity as to be properly and accurately designated or referred to as "Egg Noodles." (3831-3832)

**Per-Mo Mothproof Company**—A stipulation to discontinue certain misrepresentations in connection with the sale of insect and rat poison preparations has been entered into by Oscar S. Schaffer, trading as Per-Mo Mothproof Co., 3729 Virginia Ave., Kansas City, Mo. (3844)

## CEASE AND DESIST ORDERS

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

**Central States Supply Co.**—An order to cease and desist from selling or otherwise disposing of merchandise by means of lottery methods has been issued against Rose Greenberg, trading as Central States Supply Co., 537 South Dearborn St., Chicago. The respondent is engaged in the interstate sale and distribution of fishing tackle, silverware, rifles, radios, cups and blankets, in connection with which, the Commission found, she furnishes devices and merchandising plans by means of which the merchandise is sold to ultimate purchasers wholly by lot or chance. (3845)

**Commonwealth Training Institute**, 120 Front St., Worcester, Mass., has been ordered to cease and desist from misrepresentations in the sale of correspondence courses of study intended to prepare students for various United States Civil Service examinations. (4880)

**Habaud Co.**, 680 Madison Ave., Paterson, N. J. (4790), and Clermont Cravat Co., Inc., 39 West 29th St., New York (4791), have been ordered to discontinue misrepresenting in any manner the fiber content or the method of manufacture of neckties they sell in interstate commerce. (4790-4791)

**National Technical Institute**, Virginia, Ill., has been ordered to cease and desist from misrepresentation of correspondence courses of instruction he sells in interstate commerce. He formerly traded as National Diesel Institute and offers courses of study in diesel engineering, air-conditioning, aeronautical engineering, electrical engineering and commercial training. (4789)

**Valmor Products Company**—An order to cease and desist from disseminating false advertisements concerning cosmetics and medicinal preparations has been issued against Morton G. Neumann, 2241 Indiana Avenue, Chicago, trading as Valmor Products Co., Famous Products Co., and Madam Jones Co. (4866)

## FTC CASE DISMISSED

The Federal Trade Commission has dismissed its complaint charging Ever-Flo Company, formerly located at 1701 Rockwell Avenue, Cleveland, Ohio, with misrepresentation in the sale of a so-called antifreeze solution designated "Ever-Flo."

The complaint was dismissed because the respondent company's assets have been disposed of and its corporate charter has been dissolved.



### NAB EXECUTIVES WAR CONFERENCE

The 22nd Annual Membership Meeting of NAB will be held this year in the form of a NAB Executives War Conference. The meeting will be held at the Palmer House in Chicago, August 28 to 31. Pursuant to the resolution of the NAB Board of Directors, only the personnel of NAB member stations and networks, and NAB associate member firms will be eligible to attend.

Due to restricted transportation facilities and hotel space the Board directed President Ryan to urge all stations to reduce to the minimum, consistent with their interest, the number of station personnel to be registered at the convention.

All hotel reservations at the Palmer House will be handled through a Housing Committee. Hotel reservation forms, as well as pre-registration forms, will be sent within the next ten days to all eligible to attend. Stations desiring reservations at the Palmer House are asked to withhold their requests until they receive these forms. While every effort will be made to accommodate each applicant with the type of room requested, the limitation of space above referred to will in some cases prevent full compliance.

The agenda of the convention will be devoted to discussion of those topics which relate directly to the role of radio in the war and its post-war possibilities. No recreational features of any kind are being planned. A tentative agenda of topics will be submitted some time in the near future so that stations may determine which of their personnel may contribute to, or be benefited by the discussions.

### AFM WALKS OUT IN WJJD CASE

The hearing being conducted by the War Labor Board Panel appointed by the Regional Board of the Sixth Region to hear evidence in the dispute between Local AFM Union No. 10 and Radio Station WJJD (see NAB REPORTS, page 159) terminated suddenly when Union counsel walked out of the meeting. Just prior to their leave taking, Union counsel had made the following statement:

"We are willing to go back to Mr. Atlass under the old agreement without signing a contract and we will work under that agreement until he gets out of there as manager and Marshall Field takes over the station. We will not sign a contract with him."

This statement apparently means that AFM Local 10 has withdrawn its demand made upon Mr. Atlass, WJJD Manager, for employment of AFM platter turners in his station. The station was recently sold to Marshall Field and the sale now awaits the approval of the FCC. Apparently the relations between AFM Local 10 and WJJD will remain in status quo until Mr. Field takes over.

### BMI BOARD MEETING

The Board of Directors of Broadcast Music, Inc., met in New York on Tuesday (13). Pursuant to authority conferred by the stockholders three members were added

to the Board. Those added are C. W. Myers, KOIN, Portland, Oregon; J. Leonard Reinsch, WSB, Atlanta, Georgia; and Robert Swezey of the Blue Network, New York.

Walter J. Damm, WTMJ, Milwaukee, who was one of the original directors of BMI, resigned because of demands upon his time from other activities. To replace him upon the Board, Carl Haverlin, Director of Station Relations of MBS, was elected. These newly elected Directors will serve until the next meeting of the BMI stockholders, which is set for October 17.

### NAB MEMBERSHIP

Some ten days ago President Harold Ryan addressed a personal letter to managers of all non-member stations, inviting them to affiliate with NAB. Thus far eight additional memberships have been received. This brings the NAB membership to 577 stations, 2 networks and 22 associate member firms, making a total membership, active and associate, of 601. This is another all-time high, but it can be higher yet and member stations are requested to urge their fellow broadcasters who are non-members to give the matter favorable consideration.

In this connection it may be pointed out that the Board of Directors at its recent meeting resolved to limit attendance at the NAB Executives War Conference, to be held in Chicago the latter part of August, to personnel from NAB members only. No non-members will be registered nor admitted to meetings.

### READ TEXT OF NAB PRESENTATION TO PROPRIETARY ASSOCIATION

With this issue of the NAB REPORTS, the complete text is included of the presentation of the NAB Sales Managers Executive Committee to the Proprietary Association Advertising Clinic at the Hotel Biltmore in New York on May 16. Please take time to read this presentation because it is designed to represent the NAB conception of the mutual public responsibilities of the broadcasting and proprietary industries.

Transcriptions of the recorded portion of this presentation are available to NAB member stations at cost (estimated \$5.00 to \$7.50). Several stations have ordered a set of the three-part recording, but a few additional sets are still available. The transcriptions must not be broadcast and may be played only to NAB members, Proprietary Association members and their advertising agents. If you would like a set of the pressings, order from NAB headquarters in Washington.



The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON 6, D. C. 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, *Director of Public Relations*; Howard S. Frazier, *Director of Engineering*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

## PROPRIETARY ASSOCIATION CODE OF ADVERTISING PRACTICES

Following the publication of Broadcast Advertising Bulletin No. 10 (part of the May 19 issue of the NAB REPORTS), listing the *new* provisions of the Code of Advertising Practices of the Proprietary Association of America, several NAB member stations have asked for the text of the complete code. Here is the history, as well as all of the provisions of that code:

### Preamble

In 1934, several years before enactment of either the present Food, Drug and Cosmetic Act or the Wheeler-Lea Act, the Proprietary Association of America formulated a voluntary Code of Advertising Practices for the guidance of the industry. At the same time, the membership adopted an amendment to the Association's By-Laws which provided for the establishment of an advertising advisory service.

Upwards of 75,000 individual pieces of advertising copy have been submitted to the Association during the past decade. They have been examined for conformity with the letter and spirit of the Code, and appropriate suggestions and criticisms have been made whenever and wherever indicated.

In consequence of this service and of the recognition by the industry that its function is a public trust, the standards of advertising for proprietary preparations are higher than ever before. At the same time, the membership realizes that even standards change and that any code, if it is to have validity, must anticipate such changes.

Accordingly, the Code of Advertising Practices adopted in 1934 has now been revised; and it has been adopted by the Association not only as a guide to the membership but, more importantly, as an assurance that the public interest implicit in the manufacture of proprietary preparations will be increasingly protected.

### The Code

1. Truth in advertising should apply both to the printed and spoken word and to illustrative treatment. Individual words should be carefully chosen not only with respect to one or more of their definitions in standard dictionaries, but also with respect to their meaning as commonly and generally understood by the public.
2. In addition to the truthfulness of individual sentences and paragraphs, the sequence in which they are employed or the emphasis, comparison or contrast involved, should be free of connotations and implications which are contrary to that of the individually truthful sentences and paragraphs.
3. Drawings, photographs, maps, plans, cartoons or other illustrations or designs should be in good taste, and should not distort or exaggerate facts as to size, appearance, effect or usage.
4. Advertising copy for proprietary medicines should not include testimonials unless they are honestly obtained,

authorized only by actual bona-fide users of the product. Such testimonials should represent a truthful statement of actual use and experience with the product, and should include no statement either as fact or as opinion which is contrary to reasonable expectation in the use of the product under ordinary conditions.

5. Copy should be confined to the presentation of statements about the particular product advertised, its uses, results and advantages. Unfair, derogatory reflections upon other products should be avoided.
6. When advertising copy for proprietary medicines contains either the term "Guaranty" or an offer to refund money paid by the purchaser, the impression should not be conveyed that the product is guaranteed as a cure or as an adequate treatment for the conditions mentioned unless such is the fact.
7. Advertising copy for proprietary medicines should contain no statement which in its reasonable construction can be calculated to create fear or apprehension on the part of the reader or listener that he or she is suffering, or may without treatment suffer, from any serious ailment.
8. Advertising copy for proprietary medicines should contain no statements which may be construed as holding the product out for the prevention, cure or relief of serious diseases which require treatment by a physician.
9. Advertising copy for proprietary medicines should contain no reference to doctors, hospitals or nurses, whether American or foreign, unless such representations can be substantiated by independent evidence which can be produced if the manufacturer or advertiser is called upon to do so.
10. Advertising for proprietary medicines should omit prizes, competitions or other similar devices calculated to stimulate unnecessarily the purchase and use of medicine.
11. The proprietary article must be of such character as may reasonably be expected to bring about the results for which it is recommended. Statements on packages or elsewhere regarding composition and name of manufacturer or distributor must be in exact accordance with the facts. Statements regarding therapeutic effects must neither be obviously unreasonable nor demonstrably false.
12. The proprietary article must not be advertised or recommended as a cure for disease or conditions which are generally recognized as incurable by the use of a proprietary article.
13. The package, either as to its wrapper, label or accompanying literature, shall contain no statement in conflict with the misbranding provisions of the Federal Food, Drug and Cosmetic Act.

### "RADIO WOMEN AT WHITE HOUSE"

Representing radio at the White House on June 14th were Dorothy Lewis, NAB Coordinator of Listener Activity, and Ruth Chilton, President of the Association of Women Directors. Mrs. Roosevelt called to this historic conference 200 outstanding women leaders from all parts of the country to discuss the inclusion of qualified women as United States delegates and members on international and national conferences and agencies. 75 major women's organizations, representing 20,000,000 persons, were present. The group was addressed by 6 women who have returned from recent key international conferences dealing with food problems—rehabilitation—education and labor. Mrs. Ogden Reid, Mrs. Ruth Bryan Rohde and G. Howland Shaw of the State Department also spoke on future opportunities in national and international policy-making. Part of the business of the conference was the assembling of a roster of qualified women to be included by the State Department in future events. Mrs. Lewis offered radio facilities to extend the scope of the deliberations to all women listeners.

Arrangements were also made to have the delegates make reports by radio to the local women in their several states and cities.

The following resolution passed by the Association of

Women Directors at their annual meeting was placed on the record of the meeting:

"Whereas, the role of women in world affairs is assuming increasing importance and

Whereas, radio has become the major means of communication between peoples; therefore be it

Resolved, that the Association of Women Directors of the National Association of Broadcasters extend their thanks to the International Council of Women for their vision and practical suggestions regarding international broadcasting and the relation of women to radio as issued at Edinburg in 1938, namely:

that women view broadcasting by women as of particular interest, that such broadcasts are of special value in raising the cultural level of women and in defending their rights, in combating social evils, and in promotion of peace,

that qualified women are urged to take active interest in all countries in broadcasting both through cooperation by women's organizations and also to widen the scope of women's activities by means of wireless, that concerted effort be made to induce listeners to form groups to follow radio programming, and that they send appreciation, suggestions or criticisms to proper authorities of wireless; and further be it

Resolved, that the Association of Women Directors of the National Association of Broadcasters dedicate themselves to these several purposes to the end that a just peace be made and freedom of the air maintained for and by all nations."

### **WILL SOLICIT COMPLAINTS AND SUGGESTIONS**

At the end of the 5th War Loan campaign all broadcast stations will be asked to register suggestions for improvement in methods in handling the next war loan as well as to register any definite complaints regarding technique of the present campaign. This identical policy has been followed with success after previous drives for funds.

So far complaints have been relatively few. The one most frequently voiced, in advance of actual request, had to do with non-arrival and/or late arrival of live announcement copy. Investigation revealed that the apparent cause of delay or non-delivery was due to change in Treasury's previously announced method of distribution. Originally, the live announcements were to be mailed directly to all stations from Chicago on or about May 27. Instead, distribution was assumed by another agency. This necessitated shipment of the material from Chicago to Washington, thence to regional offices and lastly to stations.

Another complaint concerned the omission of the names of copyright owners of the various musical compositions used in transcribed programs. Such knowledge is needed to determine the proper payee in the case of sponsorship of Treasury recordings.

This information is now being prepared by the radio section of the War Finance Division. Upon receipt of the master copy it will be duplicated by NAB and mailed to all stations. In future War Loan campaigns this information will appear on transcription labels, Treasury said.

### **WEIG TO ORIGINATE NETWORK SERIES**

WBIG's all-soldier broadcast, "On the Beam," for the past nine months, 8:15-8:45 p.m., goes coast to coast over CBS on Saturday, July 8, 7:00-7:30 p.m. (EWT).

The show is presented by men of the AAF Overseas Replacement Depot, Greensboro, N. C. Until the network debut "On the Beam" will continue over WBIG at its customary time.

### **KRNT COLUMN IN 16 IOWA PAPERS**

"Likely Listenin'" is the name of column of program promotion published weekly in 16 middle Iowa newspapers by KRNT, Des Moines.

Copy is set 9 inches deep on 2 columns with liberal use of column and half column cuts of local and CBS personalities. Seven or eight stories are included in each insertion. Station's promotion department prepares the copy.

The list of sixteen includes 7 daily and 9 weekly papers.

### **WWNC ISSUES NEWS PROGRAM SCHEDULE**

A sizable segment of listeners served by WWNC, Asheville, N. C., is receiving the station's weekly schedule of station news and commentary. It's a twofold affair, which, it is suggested, should be kept near the radio for use by the entire family.

### **HAVENS PROVES DIPLOMACY**

Wilbur M. Havens, president, WMBG, Richmond, Va., demonstrated outstanding qualifications of diplomacy on the night of the Democratic primary election in April.

He invited all candidates to the studio to participate in a "get together" and to meet the winners! Both winners and losers took part in an air program later in the evening. Novelty of the broadcast brought an avalanche of telephone and written congratulatory messages.

### **WROK PROMOTES NEWS BROADCASTS**

Ten thousand calendar style news program schedules have been distributed by WROK, Rockford, in a promotion of its local and Blue Network news broadcasts.

Distribution was by direct mail, through service clubs and other organizations; hotels, restaurants and other traffic points.

### **WRRF PUBLISHES "AIR FAX"**

"Air Fax" is the name of a monthly promotion piece published by WRRF, Washington, N. C. June issue was No. 3. According to W. R. Roberson, Jr., station manager, the four-pager is being well received.

It is published in the interest of advertisers and others who want to reach listeners in eastern Carolina.

### **WOPI OBSERVES 15TH ANNIVERSARY**

Station WOPI, Bristol, Tennessee-Virginia, celebrated its 15th anniversary Thursday (15). Since establishment in 1929 the station has operated under the same management with W. A. Wilson, president and general manager; since August 25, 1940, WOPI has been affiliated with NBC.

The anniversary was observed without fanfare. In honor of the occasion, however, WOPI devoted all available radio time to the promotion of the 5th War Loan in cooperation with the Bristol Civilian Defense Council, which conducted a house-to-house war bond pledge canvass Thursday night.

Staff members and their families were guests of Mr. and Mrs. Wilson at a buffet supper.

### **GLENN HENRY LEAVES WPB**

Effective June 15th, Glenn C. Henry, Chief of the Audio and Industrial Section of the Radio and Radar Division, War Production Board, has resigned to take a position with the Sound and Industrial Department of the Radio Corporation of America where he will be in charge of industrial sound with headquarters at Camden, New Jersey.

Mr. Henry has been with the War Production Board for two years during which time he has performed a variety of duties including the writing and administration of Limitation Orders L-183, L-265 and Preference Rating Order P-133. Most recently he has been responsible for

coordinating and controlling production and distribution of industrial sound equipment.

Before coming to the War Production Board Mr. Henry was with the National Archives where for a period of seven years he served as Sound Engineer and Assistant Chief of the Division of Motion Pictures and Sound Recording.

Mr. Henry received his education at the University of Montana and at George Washington University in Washington, D. C.

## Federal Communications Commission Docket

### HEARINGS

No broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, June 19th.

## Federal Communications Commission Action

### APPLICATIONS GRANTED

- KWAL—Clarence Berger (Transferor), J. R. Binyon (Transferee), Silver Broadcasting Co. (Licensee), Wallace, Idaho—Granted consent to transfer of control of Silver Broadcasting Co., licensee of station KWAL, from Clarence Berger to J. R. Binyon, by transfer of 500 shares or 50% of issued and outstanding capital stock of licensee for a consideration of \$500.00 (B5-TC-374).
- KSRO—Ruth W. Finley, Executrix of the Estate of E. L. Finley (Assignor), Ruth W. Finley (Assignee), Santa Rosa, Calif.—Granted consent to voluntary assignment of license of station KSRO, from Ruth W. Finley, Executrix of the estate of E. L. Finley to Ruth W. Finley, individually (B5-AL-412).
- KPPC—Pasadena Presbyterian Church, Pasadena, Calif.—Granted modification of license to change hours of operation from S-KFXM to specified hours (B5-ML-1192).
- KROD—Dorrance D. Roderick, El Paso, Texas.—Granted renewal of license for station KROD, together with power of attorney to T. E. Roderick and Olga B. Roderick, to administer the affairs of Dorrance D. Roderick in connection with this station (B3-R-1064).
- WWPG—Charles E. Davis (Transferor), Ajax Corp. (Transferee), Palm Beach Broadcasting Corp. (Licensee), Palm Beach, Fla.—Granted consent to relinquishment of control (Comr. Walker dissenting) of Palm Beach Broadcasting Corp., licensee of station WWPG, by Charles E. Davis, through the sale of 125 shares of common stock to Ajax Corp., for the sum of \$12,500 in cash, and \$17,500 plus accrued interest from date of agreement to date of transfer, for a 50% interest in a \$35,000 mortgage secured by the physical assets of the licensee (B3-TC-378).
- WMFM—The Journal Co. (The Milwaukee Journal), Milwaukee, Wis.—Granted license for new auxiliary modulator unit (using modulator unit formerly licensed to FM station W9XAO) (B4-LH-37).
- W9XER—Midland Broadcasting Co., Kansas City, Mo.—Granted modification of license to change from developmental broadcast to high frequency (FM) broadcast, with coverage of 6,700 square miles, and studio at Kansas City, Mo. (B4-MLH-4).
- WCOP—Mass. Broadcasting Corp., Boston, Mass.—(Comr. Craven not participating).
- KVI—Puget Sound Broadcasting Co., Inc., Tacoma, Wash.—Granted renewal of license for the period ending May 1, 1946.

WGAN—Portland Broadcasting System, Portland, Me.—Granted renewal of license for main and auxiliary transmitter for the period ending May 1, 1946.

KWBU—Baylor University and Carr P. Collins (Assignors), The Century Broadcasting Co. (Assignee), Corpus Christi, Texas.—Granted consent to assignment of construction permit (Comr. Durr dissenting) for station KWBU, from Baylor University and Carr P. Collins to Century Broadcasting Co., a newly organized corporation (B3-AP-37).

### DESIGNATED FOR HEARING

- WCHS—Charleston Broadcasting Co., Charleston, W. Va.—Designated for hearing application for construction permit to install new transmitter, change frequency from 580 to 640 ke., and increase power from 5 to 50 KW (B2-P-3357).
- WQAM—Miami Broadcasting Co., Miami, Fla.—Designated for hearing application for modification of license to use its auxiliary transmitter during nighttime hours of operation (B3-ML-1194).

### MISCELLANEOUS

W6XLA—Television Productions, Inc., area of Los Angeles, Calif.—Granted license to cover construction permit for new experimental television relay station to be used with station W6XYZ, frequencies 204000-216000 ke., Channels 11 and 12; 100 watts (B5-LVB-46).

The following applications for new commercial television stations were placed in the pending file in accordance with Commission policy of February 23, 1944:

The Associated Broadcasters, Inc., San Francisco; Jacksonville Broadcasting Corp., Jacksonville, Fla.; King-Trendle Broadcasting Corp., Detroit; Loyola University, New Orleans; Radio Station WOW, Inc., Omaha, Neb.

The following applications for new FM broadcast stations were also placed in the pending file, in accordance with Commission policy of February 23, 1944:

Beer and Koehl, Ashland, Ohio; Blue Network Co., Inc., Chicago; The Crosley Corp., Cincinnati, Ohio; Fred Jones Broadcasting Co., Tulsa, Okla.; Hearst Radio, Inc., New York; Summit Radio Corp., Akron, Ohio; Tri-City Broadcasting Co., Davenport, Iowa; United Broadcasting Co., Columbus, Ohio; Radio Station WJOB, Hammond, Ind.; WTAR Radio Corp., Norfolk, Va.

Columbia Broadcasting System, Inc., Portable, area of New York City.—Granted construction permit for new relay broadcast station to be used with standard station WABC. (Action taken 5-31.)

WORL—Broadcasting Service Organization, Inc., Boston, Mass.—Denied petition pursuant to Order 84-B regarding multiple ownership, and designated for hearing application for renewal of license of station WORL and auxiliary.

Following oral argument, the Commission adopted as final, Proposed Findings of Fact and Conclusions, as amended (B-198), granting the application of KSJB, Jamestown Broadcasting Co., Inc., Jamestown, No. Dak., for modification of license to change the operating assignment from 1440 ke., 250 watts, unlimited time, to 600 ke., with power of 100 watts night, 250 watts day, conditionally.

### APPLICATIONS FILED AT FCC

#### 600 Kilocycles

WCAO—The Monumental Radio Co., Baltimore, Md.—Construction permit to move formerly licensed 1 KW transmitter to be used as an auxiliary with power of 1 KW, using directional antenna.

#### 1220 Kilocycles

- WGAR—WGAR Broadcasting Co., Cleveland, Ohio.—License to cover construction permit (B2-P-2692) which authorized change in frequency from 1480 ke. to 1220 ke., increase power, changes in directional antenna and move transmitter.
- WGAR—WGAR Broadcasting Co., Cleveland, Ohio.—Authority to determine operating power by direct measurement of antenna power.

### 1230 Kilocycles

- NEW—Wm. R. Zinn, F. L. (Ted) Pruitt and Bruce Bartley, d/b as Bremerton Broadcast Company, Bremerton, Wash.—Construction permit for a new standard broadcast station to be operated on **1230 kc.**, with power of 250 watts and unlimited hours of operation.
- WERC—Presque Isle Broadcasting Co., Erie, Penna.—Construction permit to change frequency from 1490 kc. to **1230 kc.**

### 1240 Kilocycles

- KIUL—Garden City Broadcasting Co. (Homer A. Ellison and Frank D. Conard), Garden City, Kans.—Construction permit to make changes in transmitting equipment and increase power from 100 watts to 250 watts. Amended: to change name of applicant to Frank D. Conard, tr/as Radio Station KIUL.

### 1270 Kilocycles

- WXYZ—King-Trendle Broadcasting Corp., Detroit, Mich.—Construction permit to move auxiliary transmitter to site of main transmitter and operate with directional antenna night, with 1 KW power.

### 1300 Kilocycles

- WOOD—King-Trendle Broadcasting Corp., Grand Rapids, Mich.—Construction permit to move formerly licensed 500-watt main transmitter to site of present main transmitter and operate same as an auxiliary with power of 500 watts, employing directional antenna at night.

### 1340 Kilocycles

- NEW—Frank C. Carman, David S. Smith, Jack L. Powers and Grant R. Wrathall, d/b as Idaho Broadcasting Co., Boise, Idaho.—Construction permit for a new standard broadcast station to be operated on **1340 kc.**, with power of 250 watts and unlimited hours of operation.

### 1400 Kilocycles

- KORN—Nebraska Broadcasting Corp., Fremont, Nebr.—Acquisition of control of licensee corporation by Arthur Baldwin through purchase of 139 shares common stock from Lloyd C. Thomas, Earl J. Lee, S. S. Sidner, A. C. Sidner and H. A. Gunderson.

### 1450 Kilocycles

- NEW—Augusta Broadcasting Co., Charleston, S. Car.—Construction permit for a new standard broadcast station to be operated on **1450 kc.**, with power of 250 watts and unlimited hours of operation.

### 1480 Kilocycles

- WHOM-WBAC—New Jersey Broadcasting Corp., Jersey City, N. J.—Transfer of control of licensee corporation from Paul F. Harron, Joseph Lang, Margaret Harron and Helen R. Lang to Iowa Broadcasting Company—2,500 shares common—100%.

### FM APPLICATIONS

- NEW—Northside Broadcasting Corp., Louisville, Ky.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46300 kc.** with coverage of 8,665 square miles.
- NEW—Miami Broadcasting Co., Miami, Fla.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46500 kc.** with coverage of 3,630 square miles.
- NEW—Voice of Alabama, Inc., Birmingham, Ala.—Construction permit for a new high frequency (FM) Broadcast station to be operated on **44700 kc.** with coverage of 17,200 square miles.
- NEW—Worcester Telegram Publishing Co., Boston, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45300 kc.** with coverage of 7,000 square miles.

- W9XLA—KLZ Broadcasting Co., Denver, Colo.—Construction permit to change class of station from experimental high frequency to temporary Class 2 experimental high frequency broadcast station, change frequency from **25400 kc.** to **43500 kc.** or any frequency selected by the Commission, change power from 100 watts to 1 KW and install new transmitter, and change emission from A3 to special.

- NEW—Agricultural Broadcasting Co., Chicago, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44700 kc.** with coverage of 10,624 square miles.

- NEW—Arthur Malcolm McGregor, Dorothy Charlotte McGregor and Hugh L. Gately, d/b as Radio Station WJBC, Bloomington, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45300 kc.** with coverage of 6,660 square miles.

- WDUL—Head of the Lakes Broadcasting Co., Superior, Wis.—License to cover construction permit (B4-PH-74) which authorized construction of a new high frequency (FM) broadcast station.

- NEW—WRAK, Inc., Williamsport, Pa.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47700 kc.** with coverage of 11,675 square miles.

- NEW—L. B. Wilson, Inc., Cincinnati, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45900 kc.** with coverage of 13,700 square miles.

- NEW—New Jersey Broadcasting Corp., Newark, N. J.—Construction permit for a new high frequency (FM) broadcast station to be operated on **49100 kc.** with coverage of 6,200 square miles. Amended: to change type of transmitter.

- NEW—The Outlet Co., Providence, R. I.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48500 kc.** with coverage of 7,520 square miles. Amended: to change coverage to 6,412 square miles, change type of transmitter and change transmitter site.

### TELEVISION APPLICATIONS

- NEW—WJR, The Goodwill Station, Detroit, Mich.—Construction permit for a new commercial television broadcast station to be operated on Channel #6 (**96000-102000 kc.**).

- NEW—The Jam Handy Organization, Inc., Detroit, Mich.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (**50000-56000 kc.**).

- NEW—WFIL Broadcasting Co., Philadelphia, Pa.—Construction permit for a new commercial television broadcast station to be operated on Channel #7 (**102000-108000 kc.**).

### MISCELLANEOUS APPLICATIONS

- WELD—WBNS, Inc., Columbus, Ohio.—License to use the transmitter formerly licensed to experimental high frequency broadcast station W8XVH as an auxiliary transmitter using power of 250 watts.

- WABG—Memphis Publishing Co., area of Memphis, Tenn.—License to cover construction permit (B3-PRY-295) which authorized changes in equipment and increase in power of relay broadcast station.

- KRHP—Houston Printing Corp., area of Houston, Texas.—License to cover construction permit (B3-PRY-274) which authorized construction of a new relay broadcast station.

- NEW—Associated Broadcasting Corp., Grand Rapids, Mich.—Authority to transmit programs from Grand Rapids, Michigan, to station CKLW, Windsor, Ontario, Canada.

## 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.

**Coatcraft, Inc.**, 1208 Race St., Philadelphia, manufacturer of clothing and other garments, is charged in a complaint with misrepresenting the fiber content of some of its products and with misbranding others in violation of the Wool Products Labeling Act. (5175)

**Grocery Distributors Association of Northern California**, 420 Market St., San Francisco, and its officers and member wholesalers are charged in a complaint with participating in the fixing and maintaining of retail prices for food and grocery products, and with conspiring to prevent certain retail grocers from purchasing their requirements direct from manufacturers. (5177)

**Holeproof Hosiery Company**, Milwaukee, is charged in a complaint with misrepresenting that the women's hosiery it sells in interstate commerce is "snag-resistant," "non-run," and made by a "Beauty Lock" finishing process which is not used by other manufacturers. (5169)

**John B. Stetson Co.**, Philadelphia, which, by volume of sales, is the largest manufacturer and distributor of men's hats in the United States, is charged in a complaint with violation of the Robinson-Patman Act by granting discriminatory discounts and promotional and advertising allowances to its favored dealers, and withholding such discounts and allowances from competing customers. (5172)

**Rigid Steel Conduit Assn.**—An order prohibiting a price-fixing and restraint-of-trade conspiracy in the interstate sale of rigid steel conduit has been issued against a group of manufacturers and sellers of the product; the Rigid Steel Conduit Association, which formerly had offices in New York City; the National Electrical Wholesalers Association, New York City, and the officers and directors of both associations. (4452)

**Benjamin D. Ritholz, et al.**—Six individuals who operate optical stores in various cities throughout the United States are charged in a complaint with disseminating advertisements which falsely represent, among other things, that eyeglasses they sell at so-called "reduced" prices will correct defective vision in all cases, and which advertisements fail to reveal the harmful effects that may result from the wearing of such glasses.

The respondents are Benjamin D. Ritholz, Morris I. Ritholz, Samuel J. Ritholz, Sylvia Ritholz, Fannie Ritholz and Sophie Ritholz, who trade as National Optical Stores Co., Dr. Ritholz Optical Co. and Midwest Scientific Co., and have their principal place of business at 1148 West Chicago Ave., Chicago. They operate branch stores in various cities including Detroit and Lansing, Mich.; Cleveland and Akron, Ohio; Indianapolis, Gary, South Bend and Evansville, Ind.; Nashville, Memphis, Knoxville and Chattanooga, Tenn., and Atlanta, Ga. (5176)

## CEASE AND DESIST ORDERS

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

**Dorland International Inc.**—An order has been issued directing Trans-Pac Services, Inc., 233 West 14th St., New York, and Dorland International, Inc., RCA Bldg., Rockefeller Center, New York, to discontinue false advertisements concerning the therapeutic properties of a medicinal preparation designated as "OCA Pink Ovals" and "OCA." Trans-Pac Services, Inc., sells the product in interstate commerce and Dorland International, an advertising agency, aided in the preparation and dissemination of Spanish language advertisements which represented the product as being an adequate and harmless treatment for colds and their complications. (5039)

**Indian River Fruit & Vegetable Distributors, Inc.**, Vero Beach, Fla., and its president, Frank C. Spadaro, have been ordered to cease and desist from representing that citrus fruits which they sell in interstate commerce are grown in the Indian River district of Florida. This section of the State is known for a distinctive type of soil which many persons believe produces citrus fruit of superior flavor and quality. (4730)

**Stacy Williams Co., Inc.**—An order prohibiting violation of the brokerage section of the Robinson-Patman Act in connection with interstate purchases of steel and glass containers, including tin cans and bottles, and various other commodities, has been entered against Stacy Williams Co., Inc., and Bennett Brokerage Co., Inc., both of 221 Fourth Avenue, North, Birmingham, Alabama, and the presidents of the respective corporations, Stacy Williams and Claude Bennett. (5087)

## STIPULATIONS

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

**Edelman Drug Co.**, Sheridan, Wyoming, has entered into a stipulation to discontinue representing that his drug product known as "Trim Tablets" is safe for use, reduces body weight or enables one to regain normal weight. (03221)

**Eugenie-Roger**, 512 Fifth Avenue, New York, stipulated that they will cease and desist from advertising that the preparation they sell under the names "No. 625," "625 Lotion Base" and "No. 625 Astringent Lotion Base" has any effect in reducing body weight or the measurement of any part of the body to which it is applied. (03218)

**Interstate Laboratories, Inc.**, 411 West Market St., Louisville, Ky., entered into a stipulation to cease and desist from making representations concerning medicinal preparations it sells in interstate commerce. (03220)

**Jesse McDaniel**—In connection with the sale of a drug preparation designated "Sal-Vi," Jesse McDaniel, trading as Jesse McDaniel, Pharmacist, 939 East Euclid Avenue, Detroit, stipulated that he will discontinue representing that the product will relieve or cure rheumatism or prevent or cure pains in the back, legs, muscles, or joints, or rheumatic or gas pains. (03219)



# **An Open Letter to Young & Rubicam, Inc.**

## **NAB Urges Agency to Place WAC Advertising Exclusively in Radio During 1944-45**

For the past five years, the Department of Broadcast Advertising (formerly the Bureau of Radio Advertising) has sought constantly and constructively to increase the understanding and use of broadcast advertising by national, regional and local advertisers. During the last three years, the War and Navy Departments and the Maritime Commission have become extensive national advertisers. But NAB has not solicited their use of radio on a commercial basis.

In the spring of 1941, the Executive Committee of the NAB Board of Directors expressed opposition to the purchase of time by defense agencies. Prior to and since that decision, radio has given freely and fully of its facilities to all government programs of war information—without thought of compensation.

But on June 3, 1943, the Board, while reaffirming its opposition to the use of government funds for paid advertising, took the position that if such funds became available, there should "be no discrimination between the press and radio or any other medium of communication." By that time it was too late to influence plans for WAC recruitment advertising during the 1943-44 fiscal year.

With the announcement that Young & Rubicam, Inc., had been reappointed to handle WAC advertising for the coming fiscal year, Lewis H. Avery, NAB Director of Broadcast Advertising, addressed the following letter to Sigurd S. Larmon, President of the agency, on Tuesday, June 20. As this issue of the NAB REPORTS goes to press (10:00 p. m., Thursday, June 22) there has been no reply to the suggestion emphasized in the letter. At the same time, the original of the letter was mailed to Mr. Larmon, a carbon copy was dispatched to Lieutenant Colonel John F. Johns, Chief of the Planning Branch, War Department Planning Board.

### **OPEN LETTER**

The advertising trade press, under a Washington date-line, carries the news that you have again been selected to create, produce and place the WAC recruitment advertising for the fiscal year beginning July 1. That's an achievement of which you can be justly proud. Particularly so when it is reported that sixteen agencies bid for the account, among thirty-seven asked to make presentations. Congratulations!

There was just one disconcerting note about the announcement, as it appeared in the June 19 issue of *Advertising Age*:

"Recently WAC enlistments have been boosted from an average of 3700 to 4300 a month, and current WAC strength is about 80,000. This figure, however, is only 40% of the authorized WAC complement of 200,000 by July 1, 1945."

In other words, gentlemen, from the standpoint of sales, the results leave something to be desired.

Elsewhere in the story referred to, recounting the fact that you have handled the account during the present fiscal year, appears this statement "Expenditures on it, entirely in newspapers, in this period have been about \$1,500,000."

Probably you've guessed the moral—why not try radio in the coming fiscal year? Not just here and there—but everywhere. Not just part of the appropriation—but all of it!

Perhaps you haven't done this because you heard that radio stations were opposed to the use of government funds for the purchase of radio time and talent. That was true in the spring of 1941. At that time the Executive Committee of the Board of Directors of the National Association of Broadcasters "resolved . . . that the purchase of time by defense agencies might tend to restrict rather than enhance the most effective utilization of broadcasting during the present emergency . . . (and) reaffirmed the industry's desire to continue its present

*(Continued on page 204)*

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

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

**OPEN LETTER**

(Continued from page 203)

practice of making its facilities available at no cost to Government . . ."

But war came on December 7, 1941, and unforeseen circumstances created new situations. Senator John H. Bankhead, II, introduced a bill to buy government newspaper advertising. After discussing the merits and demerits of the proposal at its meeting on June 3, 1943, the NAB Board of Directors reaffirmed its opposition to the use of government funds for advertising but took "the position that if Congress contemplates such legislation every effort should be made to see that there be no discrimination as between the press and radio or any other medium of communication . . ."

Consistent with this policy, and since no part of the WAC advertising appropriations for the fiscal years of 1942-43 and 1943-44 was devoted to radio, we urge that the entire appropriation for the coming fiscal year be devoted to this medium.

That doesn't mean that all radio stations will accept money for the promotion of WAC recruitment. Many large and important radio stations, for reasons best known to themselves, will prefer to continue to provide such service without cost and to the best of their exceptional abilities.

But they, and the balance of the 875 commercial radio stations that accept WAC advertising, can make this year's campaign an outstanding success. They can push the drive a long way toward 200,000 enlistments—if not actually attain the goal.

I can almost hear you ask: "But haven't the radio stations been contributing announcements and programs in support of this vital war campaign?" Indeed they have—without thought of compensation. Only three or four (out of 875) have written to gripe mildly about the discrimination against radio.

The radio stations of America have done everything they have been asked to do to promote WAC enlistments. And they have done a great deal more, too. Each month more than 400 radio stations file reports with NAB, listing their voluntary co-operation with various government programs of war information. Here is a summary of the support given the WAC recruitment campaign during the first quarter of 1944 (the latest period for which we have accurate figures):

Spot Announcements	27,610
5-Minute Programs	140
10-Minute Programs	250
15-Minute Programs	2,630
30-Minute Programs	120

Why do we believe that a concentration of this campaign over the radio would achieve the goal of the War Department? Because that is the kind of record radio has established in recruitment campaigns in this war. Here are a

few facts, taken from a speech delivered in New York on May 27, 1943, by Chester J. LaRoche, former Chairman of your Board of Directors:

Candidates for Marine Officers schools jumped 40 per cent after two weeks on the Network Allocation Plan, June 8 through 21.

The appeal for Glider Pilots was on the Network Allocation Plan for two weeks from July 6 to 20. Up to this time all efforts to recruit glider pilots had failed because the boys wanted to fly motorized planes. At the end of this two-week period, however, 30,000 glider pilots had been turned up, and every CAA school in the country packed to capacity.

Coast Guard after a three-week campaign, from July 20 to August 10, increased the number of applications being received for Reserve Officers training at least 40 per cent.

The need for Army-Navy Nurses ran for three weeks, from July 27 to August 17. The Army and Navy were calling for 3,000 nurses a month, and it looked as if the pool might soon be exhausted unless new volunteers were secured. At the conclusion of the drive, volunteers were already coming in at 50 per cent above the pre-drive rate. Several weeks after the conclusion of the drive, the number jumped to well over 100 per cent—and in many communities as high as 250 per cent above the pre-drive rate.

Signal Corps drive, August 10 through 23, upped recruits over 800 per cent.

The appeal for Army Specialists ran on the Network Plan from October 5 to 19, and on the Baseball Allocation Plan from September 21 to October 5. By mid-October quotas for these mechanics for three branches of the Army were passed. This was considered a particular achievement, in view of the enormous pressure from industry for this type of skilled technical personnel.

A drive for Non-Combat Pilots was carried for one week on the Network Plan, beginning November 2. The CAA hoped for 50,000 returns; at the end of the 7-day period a total of 104,000 inquiries was assured.

What's more, you could and would do an outstanding job for the WAC in radio. You are in the forefront of the advertising agencies that have applied the unique possibilities of broadcast advertising to the sale of ideas.

But, if we may be pardoned for presuming on your judgment, this is not the kind of problem that one or two or even three network programs will solve. We believe it starts and ends in the so-called "grass roots" of American life. We believe every radio station in the United States should receive an appropriate share of the budget.

That's why, gentlemen, we ask not for \$500,000, nor for \$1,000,000—but for \$1,500,000 (or whatever the appropriation may be). We'll stand by the job radio does in this vital phase of the prosecution of the war.

May we hear from you?

Cordially yours,

LEWIS H. AVERY,  
*Director of Broadcast Advertising.*

**NAB COMMENTS ON PROPOSED ELECTRICAL TRANSCRIPTION RULE**

NAB has filed official comments with the Federal Communications Commission respecting the proposed Order No. 120 concerning the identification of electrical transcriptions. In a letter addressed to Mr. Slowie, Secretary of the Commission, Robert T. Bartley, NAB Director of War Activities, made the following comments:

"The National Association of Broadcasters desires to express to the Federal Communications Commission its appreciation for the consideration being given to a revision of Rule 3.407, and to endorse the objective of eliminating insofar as it is consistent with the public interest, repeated announcements such as 'this is a recording', 'this is a tran-

scribed program', 'the following comes to you by electrical transcription', etc., etc.

"We subscribe to the principle that delayed programs in which the element of time is of special significance should be presented in such a manner and with such announcements as will inform listeners adequately of the circumstances.

"We subscribe to the principle that broadcasters should make no affirmative attempt to create the impression that a recorded program consists of live talent.

"We believe that these two circumstances are the only ones under which it is necessary to announce recorded or transcribed programs and announcements as such. Audience studies have conclusively shown that listeners are not concerned with whether an announcement or a program is 'live', 'recorded', or 'transcribed.'

"We therefore strongly recommend the deletion of the last sentence of the proposed amendment which reads as follows:

'At least once every hour the licensee shall announce which of the programs other than those specified in subsection (a) presented during the previous hours were broadcast by means of mechanical records.'

for the following reasons:

"(1) There appears to be no public demand or necessity for such a requirement.

"(2) Compliance would defeat the objective of eliminating unnecessary announcements.

"(3) Compliance would require an unwieldy and irritating announcement which would be heard only by the listeners tuned in at the exact time the announcement is made, who would be to some extent at least, different listeners from those who heard the recording.

"(4) The provision would in effect require free commercials as it would be necessary to repeat the name of the sponsor in order to identify the transcription, whereas such would not be the case in the event of a live commercial announcement.

"The attention of the Commission is respectfully called to the requirement in Rule 3.404, that

'If a mechanical record is used, the entry shall show the exact nature thereof, such as "record", "transcription", etc., and the time it is announced as a mechanical record.'

"Revision of this regulation to accord with the revision of Rule 3.407 should be effected simultaneously."

## INDUSTRY RECEIVES SIGNAL CORPS CERTIFICATE OF APPRECIATION

(As released by NAB News Bureau)

Washington, D. C., June 22: The radio industry has been awarded a certificate of appreciation by the War Department, the National Association of Broadcasters announced today.

Notification of the award came from Major General H. C. Ingles, Chief Signal Officer, who cited radio's excellent cooperation and patriotic service in the present world-wide conflict.

General Ingles pointed out radio's service in the recruitment of valuable personnel for technical training which materially aided the signal corps in its gigantic task of furnishing to the United States Army the world's greatest military communications system.

Arrangements are being made for formal presentation of the award.

## BOY SCOUTS THANK NAB

In a letter addressed to NAB, Elbert K. Fretwell, Chief Scout Executive of the Boy Scouts of America, advises that at the recent 34th annual meeting of the National Council attended by 933 Scouters representing Local Councils throughout the United States, a resolution was passed expressing the appreciation of the Boy Scouts of America

for the effective assistance given in enabling scouts to reach increasing numbers of boys.

Mr. Fretwell says, "It is with great personal pleasure, therefore, that I convey these greetings to you and your co-workers. We feel that we could not accomplish our primary objective of character building and citizenship training without the generous and intelligent support so cheerfully given by the National Association of Broadcasters."

Assurance has been given Mr. Fretwell of the continuing support of broadcasters in the Boy Scout activity.

## RADIO PRAISED FOR D-DAY

Mrs. J. D. Robinson, the North Carolina chairman of the General Federation of Women's Clubs, has sent NAB a statement regarding the manner in which radio handled the D-Day news. She says:

"I was so proud of Radio's contribution to the world on D-Day. It was magnificent and I just wished for the use of this wonderful agent for a few minutes and the gift of words to express to them and the public my heartfelt thanks for all that the American broadcasters brought into our homes. I know of no other industry that could or would have been so generous as Radio. I am grateful, too, for what radio is doing in giving largely of its time to the Fifth War Loan Drive."

## TO SPEED REPORT OF INDUSTRY HELP IN WAR BOND DRIVE

A "Report to the Nation" of the total efforts the broadcast industry will have put behind the 5th War Loan campaign will be released soon after the close of the drive.

To speed the receipt of information from individual broadcasters NAB is asking that the report of each station's assistance, for the period ending June 30, be mailed on July 1, via air mail when station is located west of Chicago.

On July 1 stations will be mailed a second form to report their assistance from July 1 to 7, inclusive.

The first form covering June activities was mailed to West Coast stations on Thursday and to other stations west of Chicago today (23). It will go to remaining stations next Monday.

The plan is to have June information processed by NAB research department by the time July data begins to arrive.

## FCC APPROVES A. T. & T. TEST IN 12 BANDS

The Federal Communications Commission, on Tuesday (20), granted the American Telephone and Telegraph Company conditional grants for construction permits for two experimental (Class 2) radio stations to be located in New York and Boston. These cities are to be terminal points of a proposed wide-band, point-to-point radio repeater circuit capable of relaying telegraph and telephone communications, frequency modulation, facsimile or television broadcasting.

The Commission authorized the use by the AT&T of 12 bands of frequencies (each ranging from 11 to 23 megacycles in width) in the ultra and super-high frequency range. This is a departure from the Commission's usual practice of authorizing specific frequencies rather than bands of frequencies.

The stations were authorized for unlimited time operation, with power of 10 watts, in the following frequency bands:

1,914,040 kc to	1,925,960 kc inclusive
1,974,010 kc to	1,985,990 kc inclusive
2,193,900 kc to	2,206,100 kc inclusive
2,253,870 kc to	2,266,130 kc inclusive
3,993,000 kc to	4,007,000 kc inclusive

4,052,970 kc to 4,067,030 kc inclusive  
 4,292,850 kc to 4,307,150 kc inclusive  
 4,352,820 kc to 4,367,180 kc inclusive  
 11,489,250 kc to 11,510,750 kc inclusive  
 11,689,150 kc to 11,710,850 kc inclusive  
 12,288,850 kc to 12,311,150 kc inclusive  
 12,488,750 kc to 12,511,250 kc inclusive

### WAR MATERIAL AVAILABLE

Alan Green, Chairman of the Committee on Speeches and Speakers of the Writers' War Board, advises that a new catalog containing many new speeches dealing with the war is available. It may be procured by writing to the Writers' War Board, 122 East 42nd Street, New York 17. Continuity writers dealing with topics of this nature will find the material quite helpful.

### RADIO PAYS TRIBUTE TO THE Y.M.C.A. CENTENNIAL

One of the greatest tributes paid through radio to a national organization took place during the Centennial celebration of the YMCA on June 6th. During that week, over 50 network shows gave generously of their time. Some 2,000 spot announcements for use by local YMCA leaders were released as well as special material sent to women commentators of the NAB Association of Women Directors. Eight centennial transcriptions were used widely. San Francisco alone arranged for time on fifty sponsored shows. It is estimated that hardly a radio listener in the United States was not exposed to some informational, inspirational material on the YMCA. Fred Allen, Bob Hope, Kate Smith, Fred Waring, Vic & Sade were some of the radio's personalities who plugged for the "Y." Archbishop Canterbury and Ambassador Winant broadcast over CBS and BBC networks. The World Premiere of the New Youth Symphony by Morton Gould was played by the United States Rubber Co. Philharmonic Symphony. Entirely responsible for this promotion was Miss Henriette Harrison, a good friend to radio, persona grata to network and local broadcasters alike. Her years of experience as a commercial broadcaster have ably fitted her for the responsible post she now holds as Radio Director of the National YMCA.

### LAST CALL FOR "WAR CONSCIOUS COPY"

In response to a NAB request, stations have been sending sample scripts, announcements, etc. (of their own preparation—not OWI) reflecting the station's own initiative in promoting the war effort throughout each day's schedule.

This copy, which has been called "War Conscious Copy," is to be bound into a permanent record of the industry's war contribution.

Program departments which have not yet selected samples for their files are requested to do so now and mail them to Arthur Stringer, Secretary, NAB War Committee, 1760 N St., N. W., Washington 6, D. C.

### WTAG SHOW PRODUCES \$2,156,000 BOND SALES

Ring up \$2,156,000 in bond sales, the All-Service Revue, "Direct Hit," brought to Worcester by WTAG to open the 5th War Loan, broke all seated attendance records at the Municipal Auditorium. Thousands were turned

away after 4,000 had jammed the hall for each of two performances, June 13 and 14. Tickets were all by bond-purchase.

Headed by Sgt. Gene Autry, AAF; Comdr. Jack Dempsey, USCG; and Walter O'Keefe, radio and stage star, show is first all-service one in history, utilizing male and female talent from all four service branches.

### ACKNOWLEDGMENT OF REPORTS TO BE DELAYED

Acknowledgment to many stations of the receipt of War Effort Broadcast reports for the month of May will be delayed until the mailing of July forms. All stations reporting after 12:01 p. m. on June 21 are the ones involved.

Early closing at NAB was due to necessity of mailing the June form along with the special 5th War Loan reporting form.

May reports were received from the following stations a few hours after the stencils were run off:

KECA, Los Angeles  
 KFI, Los Angeles  
 KMMJ, Grand Island  
 KORE, Eugene  
 KYW, Philadelphia  
 WBCC, Salisbury  
 WCAL, Northfield  
 WJZ, New York City  
 WTAG, Worcester  
 Blue Network

WLS, Chicago, and WRNL, Richmond, reports for April were also received.

### WILEY HARRIS, WJDX, SCORES 100% AS DISTRICT PUBLIC RELATIONS CHAIRMAN

Wiley P. Harris, manager of WJDX, Jackson, Mississippi, this week signed up the last manager on his list in a declaration of personal responsibility for station public relations. This gives Harris a score of 100% in NAB District 6. It further indicates that every NAB station in District 6 has provided Harris and Willard D. Egolf, NAB Director of Public Relations, with a bona fide station contact on public relations matters, either local or national.

Harris is the first District Public Relations Chairman to reach the 100% goal. Campaign for signatures began last fall, however Harris took the job in his district only last February.

### DUANE TUCKER WINS KTSW AWARD

Duane E. Tucker is the 1944 winner of Radio Station KTSW's Summer Radio Institute Award.

Mr. Tucker is the first winner in KTSW's newly established annual award to some Teachers College Student on the basis of interest in radio as a vocation, outstanding ability in any of the many radio fields, and definite promise of future contributions to the profession. The 1944 winner has elected to attend the Summer Radio Institute at Stanford University beginning July 10. His application has been accepted.

After being graduated from the Great Bend, Kansas, high school in 1941, Duane Tucker enrolled in the Teachers College. In college dramatics he has held featured roles in such productions as "The American Way," "Eve of St. Mark," and "Papa Is All." His first experience in radio was as announcer on college produced programs. During the past year he has handled a full time announcing schedule at KTSW in addition to his college studies.

## HILLBILLY RECRUITS WAR LABOR OVER KWKH

When many well-planned, consistent campaigns in various media failed to relieve the manpower shortage for a large war-production plant, they listened to a presentation by KWKH calling for five quarter hours per week, for a limited time, featuring Harmie Smith, "The Ozark Mountaineer."

Smith, favorite of thousands in the East-Texas, North-Louisiana and South-Arkansas area, began his "recruiting" campaign on Monday, May 8.

In two weeks 501 replies had been received. Many more applications were filed with the USES and the plant itself.

KWKH headlined the story in its June issue of "On the Level," KWKH-KTBS station sheet.

## RADIO FACILITIES AND ACTIVITIES SURVEYED IN NEW JERSEY SCHOOLS

Mrs. Dorothy Lewis, Coordinator of Listener Activity, of the National Association of Broadcasters, has received the final report from the Radio Education Committee of the New Jersey Radio Council, which was undertaken in cooperation with the Department of Public Instruction, Mr. Charles W. Hamilton, Assistant in Secondary Education.

Immediately following its organization in September 1943, the Education Committee of the Radio Council of New Jersey decided that its first job was to find out exactly what the use of radio is at the present time in New Jersey junior and senior high schools. A questionnaire was sent to every secondary school building in New Jersey through the cooperation of the State Department of Public Instruction. Out of a state total of 273 schools, 254 returned the questionnaire and the following tabulation is based on this return of 93%. It is emphasized that all these figures refer to school buildings, not to town or city school systems.

### Question 1. What radio receiving equipment is available?

- a. Stationary radios 134 The stationary ones were located primarily in the auditorium and music room although a few were in classrooms and the school office. Note that three school buildings claim ten portable radios each, while twenty-six schools have three each, seventy-eight have two and the rest only one.
- b. Portable radios 187

### Question 2. What equipment is available for reproducing sound?

Record-players for home-type records,		Location of Non-Portables	
Portable	200	Music Room	39 Gym 17
Non-Portable	105	Auditorium	24 Office 10

One school reported eleven record players and another school had ten. Obviously classroom use, except for music, is sadly lacking.

- b. Record-players for commercial or professional transcriptions (16 inch diameter, played at slow speed of 33 $\frac{1}{3}$  r.p.m.)

Portable 64

Non-Portable 29

It is highly desirable for best results for a school to own reproducing apparatus which plays both 78 and 33 $\frac{1}{3}$  r.p.m. discs. Only 93 schools have record players capable of reproducing 33 $\frac{1}{3}$  r.p.m. material, whereas this type is educationally of very great importance.

### Question 3. Does the school building have a built-in public address system?

Yes 64	a. Where located:	b. How used:	Unquestionably, there is a very decided lack of adaptation to what is undoubtedly the primary business of the school, that is, curricular.
No 190	Auditorium 27	Aud. Programs 37	
	Office 27	Notices 27	
	Gymnasium 5	Recreational 24	
	Elsewhere 5	Curricular 13	

### Question 4. Does building have portable public address system?

Yes 141	If yes, how is it used?	When one realizes the very great interest of all secondary school pupils in radio speaking, script writing, and production devices, it is an inescapable conclusion that the schools have not used radio equipment to teach radio.
No 113	Auditorium 103	
	Recreational 98	
	Curricular 46	
	Radio Techniques 9	

### Question 5. Does the building have equipment to make recordings?

Yes 56	If yes, state use made of it?	Included in this number of replies is the very small percentage that said this kind of equipment was used to take "public domain" radio programs off the air and preserve them in the school library for future instructional use. It should be noted that the library of a school might well contain the voices of world figures, of radio commentators, and the actual sound of world history in the making, all of which can easily be obtained off the air at a comparatively small expense. Schools should be certain to record only "public domain" broadcasts, unless special permission is obtained.
No 198	Speech training 32	
	Music 22	
	Special Recordings 16	

### Question 6. Have pupils participated in radio programs?

- a. Actually on the air
- Yes 125
- No 129
- Pupils from New Jersey secondary schools have been on every New Jersey radio station and on many in Pennsylvania and New York. A complete list of the number of schools that have been on a number of various radio stations in this area is listed below:

b. Mock broadcasts within school

Yes 198	WAAT - 38	WPAT - 6	WABC - 5	WHBI - 4	WBAB - 2
	WOR - 14	WCAP - 6	WOV - 4	WEST - 3	WFIL - 2
No 156	WTTM - 8	WSNJ - 6	WAWZ - 5	WFPG - 3	WHOM - 1
	WTNJ - 6	WEAF - 5	WIP - 4	WCAU - 3	WMCA - 1
	WCAM - 7	WJZ - 5	WNYC - 4	WNEW - 2	WBRB - 1

### Question 7. Do you have a radio club?

- Yes 53 When it is realized that the pupils on leaving school will listen to the radio more than they will do anything else except work and sleep, it does not seem unreasonable that in the extra-curricular program at least some place might well be found for activities that will give an increased discrimination and appreciation in respect to radio programs.
- No 201

### Question 8. Do you use records? If so, how?

English classes: Yes—176	Music classes: Yes—239	Other classes: Yes—197
No — 78	No — 15	No — 57

The other activities listed in addition to music and English included such diverse uses as typewriting practice, dancing, and language work. In this tabulation, it seems noteworthy that 78 secondary schools in New Jersey have not taken advantage of, for example, the Shakespearean recordings by great artists, and that 15 New Jersey secondary schools claim to be able to teach music without the use of records.

### Question 9. Is listening to radio programs a part of class or extra-curricular activity?

a. In English, Music or other classes	b. Outside of school time
Yes 110	Yes 79
No 113	No 159
Rarely 16	Rarely 16
National Events 15	

The implications of these answers are surprising for the suggestion is inescapable that the majority of New Jersey secondary schools ignore the educational and cultural material which is offered by such programs as Metropolitan Opera, New York Philharmonic Symphony, Invitation to Learning, Town Meeting of the Air, and Human Adventure.

### Question 10. Are any of the teachers in your school building specifically trained to work along the lines suggested in questions 6 through 9?

- Yes 86 It may well be that the large percentage of negative replies to question 9, as well as the other questions, may be due to this lack of teacher preparation. It is entirely possible that this is the point at which the log jam must be broken, for unless teach-
- No 168

ers know radio and know how to use radio as an educational device, the picture will not become brighter in the near future.

**Question 11.** *Is the use in education of radio recordings and sound equipment likely to be less or more important during the next few years?*

More important — 219 It should be noted that 184 schools  
 No comment — 26 of the 219 stating that it would be  
 Radio less; sound equipment more — 6 more important, wrote at some  
 No change — 2 length about this, in fact, with en-  
 Probably less; should be more — 1 thusiasm.  
 Special comments which should be noted are as follows:

- 29 indicated an urgent need for equipment or repairs
- 9 mentioned the spur of Army use
- 7 believed that broadcasters and educators should get together
- 7 indicated the necessity for a consideration of television
- 5 need trained teachers
- 4 desired recordings of broadcasts
- 3 had their own radio station (discontinued by Federal edict)
- 3 cities are contemplating the establishment of a radio station to broadcast to the total schools
- 2 mentioned F M
- 2 thought dull pupils might be able to learn quicker

As a final comment on these opinions it should be noted that principals were much more optimistic about the future of radio and sound equipment in schools than their present practice might lead one to expect. This is the surest guarantee that as soon as civilian radio equipment is again available, schools will enter on an expanded program in this field, but there must always be the sober realization that even with the best equipment in the world, radio cannot function adequately in our schools until the teachers are made to see its value and have been taught to use it.

### JUVENILE DELINQUENCY PROGRAMS ANALYZED

Responsive to a request to Station Managers from Dorothy Lewis, NAB Coordinator of Listener Activity, regarding scripts and program information on juvenile delinquency, 20% of NAB stations have forwarded excellent material. It is being analyzed and a report made to the Children's Bureau, Department of Labor. A large percentage of station managers also requested information and skeleton scripts devoted to youth problems to be released by the Children's Bureau later this season.

### WLAP JOINS BLUE NETWORK

The following release was sent for publication in NAB REPORTS:

WLAP in Lexington, Kentucky, becomes affiliated with the Blue Network July 1st. This connection will bring the facilities of this Network straight to the Lexington Bluegrass region.

WLAP, known to the radio world as "The Thoroughbred Station of The Nation", is a member of the Nunn Group and is owned and operated by Captain Gilmore N. Nunn and J. Lindsay Nunn. Captain Nunn is now serving overseas in the United States Air Transport Command. J. E. Willis is the WLAP manager.

According to Mr. Willis, a general station promotion campaign is planned to coincide with Blue's affiliation. This will give WLAP two networks, as the station is also affiliated with Mutual.

### NEW FBIS CHIEF

Dr. Robert D. Leigh, Chief of the FCC's Foreign Broadcast Intelligence Service, has resigned, effective July 15, to take over Directorship of the recently created Committee for studying "Freedom of Press." Dr. Leigh has been a member of the Committee since its formation by the University of Chicago in conjunction with Henry Luce of *Time* and *Life*.

He will be succeeded at FBIS by Dr. Charles S. Hyne-man, a political scientist. He is the author of several books on Administrative Law and the work of regulatory agencies. A native Indianan, he attended the University of Indiana and received his Ph.D. from the University of Illinois in 1929. He is married and has three children.

### HODSON LEAVES FCC

Robert Hodson, Chief of the FCC Minute Section since October, 1935, leaves the Commission Saturday, June 17, to become Chief Clerk at the law office of Pierson & Ball of Washington, D. C. Mr. Hodson received his AB degree from George Washington University in 1935; his LL.B. from Washington College of Law in 1940. Lavelle Hughes, now Asst. Chief in the Minute Section, will take over Hodson's duties.

### 923 STATIONS

During the month of May, 1944, the FCC granted three construction permits. One CP station was licensed to operate. A comparative table of the number of standard broadcast stations by months, follows:

	1943					1944							
	June 1	July 1	Aug. 1	Sept. 1	Oct. 1	Nov. 1	Dec. 1	Jan. 1	Feb. 1	Mar. 1	Apr. 1	May 1	June 1
Operating	911	911	911	911	911	911	910	910	910	909	909	909	910
Construction	1	1	2	2	2	2	2	2	4	8	9	11	13
	912	912	913	913	913	913	912	912	914	917	918	920	923

## Federal Communications Commission Docket

### HEARINGS

No broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, June 20.

## Federal Communications Commission Action

### APPLICATIONS GRANTED

- WESX—North Shore Broadcasting Co., Marblehead, Mass.—Granted modification of license to move main studio from transmitter site at Marblehead to Salem, Mass. (B1-ML-1198).
- WIBW—Topeka Broadcasting Assn., Inc., Topeka, Kans.—Granted renewal of license for the regular period.
- WEAN—The Yankee Network, Inc., Providence, R. I.—Granted renewal of license for the regular period.
- Alabama Broadcasting Co., Inc., Sylacauga, Ala.—Granted construction permit for a new station to operate on 1340 kc., 250 watts, unlimited time, subject to procedural requirements of Commission's supplemental statement of policy of January 26, 1944, and subject to condition that permittee install approved frequency modulator and frequency monitor when equipment is available.
- KFOX—Nichols & Warinner, Inc., Long Beach, Calif.—Granted special service authorization to permit broadcasting information to longshoremen at 3:40 and 7:30 p. m., PST, daily except Sunday, as a public service and without charge, for the period ending 10-1-44.
- KJBS—Mott Q. Brunton, Sherwood B. Brunton, Ralph R. Brunton & Mary Brunton (Transferors), KJBS Broadcasters, a partnership consisting of William B. Dolph, Hope P.

Petty, Elizabeth M. Bingham, D. Worth Clark, Helen S. Mark, Glenna G. Dolph, Edwin P. Franklin and Alice H. Lewis (Transferees), Julius Brunton & Sons Co. (Licensee), San Francisco, Calif.—Granted consent to voluntary transfer of control of Julius Brunton & Sons Co., licensee of station KJBS, from Matt Q. Brunton, Sherwood B. Brunton, Ralph R. Brunton and Mary Brunton, to KJBS Broadcasters, a partnership, consisting of William B. Dolph, Hope D. Petty, Elizabeth N. Bingham, D. Worth Clark, Helen S. Mark, Glenna G. Dolph, Edwin P. Franklin and Alice H. Lewis, for a consideration of \$200,000 representing 275 shares or 100% of the issued and outstanding capital stock of licensee station.

KJBS—Julius Brunton & Sons Co., San Francisco, Calif.—Granted renewal of license.

WKBV—Central Broadcasting Corp., Richmond, Ind.—Granted construction permit to increase power from 100 to 250 watts, make changes in transmitting equipment, move transmitter and studio and change corporate name (B4-P-3598).

### DESIGNATED FOR HEARING

WNLC—Thames Broadcasting Corp., New London, Conn.—Designated for hearing application for construction permit to change frequency from 1490 to 1240 kc.

### MISCELLANEOUS

WELO—Birney Imes, Jr., Tupelo, Miss.—Granted license to cover construction permit for new station; 1490 kc., 250 watts, unlimited time (B3-L-1805). Also granted authority to determine operating power by direct measurement (B3-Z-1595).

WKY—WKY Radiophone Co., Oklahoma City, Okla.—Granted modification of construction permit authorizing installation of directional antenna for night use, move of transmitter and increase in power, for extension of completion date to 1-20-45 (B3-MP-1748).

WROX—Robin Weaver, Sr., Clarksdale, Miss.—Granted license to cover construction permit for new station; 1450 kc., 250 watts, unlimited time (B3-L-1806). Also granted authority to determine operating power by direct measurement (B3-Z-1598).

WLBV—Larus & Bros. Co., Inc., WRVA transmitter site, 12 miles southeast of Richmond, Va., on James River.—Granted license to cover construction permit for new relay broadcast station; 1646, 2090, 2190 and 2830 kc., 35 watts (B2-LRY-297).

WLBX—Larus & Bro. Co., Inc., Richmond, Va.—Granted license to cover construction permit for new relay broadcast station; frequencies 1646, 2090, 2190, 2830 kc., 40 watts (B2-LRY-298).

KRHP—Houston Printing Corp., area of Houston, Tex.—Granted license to cover construction permit for new relay broadcast station; 1646, 2090, 2190, 2830 kc., 100 watts (B3-LRY-299).

W2XMT—Metropolitan Television, Inc., New York City.—Granted modification of construction permit for new experimental television broadcast station, for extension of completion date to 12-31-44 (B1-MPVB-112).

The following applications for *commercial television* stations were placed in the pending file, in accordance with Commission policy of February 23, 1943:

WFIL Broadcasting Co., Philadelphia; United Detroit Theatres Corp., Detroit, Mich.; Utah Broadcasting Co., Salt Lake City, Utah; WEBR, Inc., Buffalo, N. Y.

The following applications for *High Frequency (FM)* broadcast stations were placed in the pending files in accordance with Commission policy of February 23, 1943:

WEBR, Inc., Buffalo, N. Y.; Intermountain Broadcasting Corp., Salt Lake City, Utah; The Ohio Broadcasting Co., Canton, Ohio; Peoria Broadcasting Co., Peoria, Ill.; Richmond Radio Corp., Richmond, Va.; WCAE, Inc., Pittsburgh, Pa.; WCBS, Inc., Springfield, Ill.

WAAW—Bremer Broadcasting Corp., Newark, N. J.—Retained in the pending file under policy adopted 2-23-43, the application for modification of construction permit for new FM station, to move transmitter, extend commencement and completion dates and move studio from Jersey City to Newark (B1-MPH-91).

KNOE, Inc., Monroe, La.; KMLB, Liner's Broadcasting Station, Inc., Monroe, La.—The Commission set aside its grant made without hearing, on February 17, 1944, to KNOE, Inc., for a new station at Monroe, La.; and designated the KNOE application and the application of KMLB for change in frequency to 1440 kc., for further hearing in a consolidated proceeding.

KDYL—Intermountain Broadcasting Corp., Salt Lake City, Utah.—Denied petition to reinstate application (B5-P-3303) for construction permit to change frequency from 1320 to 880 kc., increase power from 5 to 10 KW, make changes in directional antenna system and change transmitter.

WKPT—Kingsport Broadcasting Co., Inc., Kingsport, Tenn.—Granted petition in part, to reinstate application for construction permit (B3-P-3308) to operate on 790 kc., 1 KW, unlimited time.

WCBS—Charleston Broadcasting Co., Charleston, W. Va.—Denied petition for reinstatement and reconsideration of application (B2-P-3357) to change frequency from 580 to 640 kc.

WBAX—John H. Stenger, Jr., Wilkes-Barre, Pa.—Present license further extended for a period of 90 days.

### APPLICATIONS FILED AT FCC

#### 570 Kilocycles

WSYR—Central New York Broadcasting Corp., Syracuse, N. Y.—Construction permit for changes in directional antenna.

#### 950 Kilocycles

WGOV—E. D. Rivers, Valdosta, Ga.—Construction permit to install a new transmitter, increase power from 250 watts to 1 KW, install directional antenna for night use and change frequency from 1450 kc. to 950 kc. Amended: to change requested power to 250 watts night, 1 KW daytime and omit request for installation of directional antenna.

WPEN and WPEN-FM—Wm. Penn Broadcasting Co., Philadelphia, Penna.—Transfer of control of license corporation from Arde Bulova to Bulletin Company (500 shares common stock—100%).

#### 1050 Kilocycles

NEW—James F. Hopkins, Inc., Ann Arbor, Mich.—Construction permit for a new standard broadcast station to be operated on 1050 kc., 1 KW power and daytime hours of operation. Amended: to change power to 250 watts and transmitter and studio site to be determined.

#### 1230 Kilocycles

NEW—Scripps-Howard Radio, Inc., Houston, Texas.—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation.

#### 1240 Kilocycles

WBBL—Grace Covenant Presbyterian Church (M. A. Sitton, Agent), Richmond, Va.—Construction permit to change specified hours of operation to Sundays from 11 a. m. to 12:15 p. m., and 8 p. m. to 9 p. m., EST, and move transmitter and antenna changes in accordance with above application. Contingent on grant of above application.

NEW—Thomas Garland Tinsley, Jr., Richmond, Va.—Construction permit for a new standard broadcast station to be operated on 1240 kc., 100 watts power and specified hours of operation. Hours not assigned WBBL.

WBAX—John H. Stenger, Jr., Wilkes-Barre, Penna.—License for operation of station on a regular basis.

#### 1270 Kilocycles

WSPR—WSPR, Inc., Springfield, Mass.—License to cover construction permit (B1-P-3554) which authorized increase in daytime power and changes in transmitting equipment.

WSPR—WSPR, Inc., Springfield, Mass.—Authority to determine operating power by direct measurement of antenna power.

### 1280 Kilocycles

KFOX—Nichols and Warinner, Inc., Long Beach, Calif.—Special service authorization to permit broadcasting information to longshoremen for the period ending 10-1-44.

### 1340 Kilocycles

WEMP—Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette, Jr., Evalyn H. Dolph, Hope D. Pettey, Leo T. Crowley and James E. Markham, co-partners, d/b as the Milwaukee Co., Milwaukee, Wisc.—Voluntary assignment of license to Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette, Jr., Evalyn H. Dolph, Hope D. Pettey and Rachel Young LaFollette, co-partners, d/b as the Milwaukee Broadcasting Company.

### 1400 Kilocycles

KWLK—Twin City Broadcasting Corp., Longview, Wash.—Transfer of control of licensee corporation from Marjory McClung, executrix of the estate of Ray McClung, deceased, and Hugh McClung to C. O. Chatterton.

WFOR—Forrest Broadcasting Co., Inc., Hattiesburg, Miss.—Voluntary assignment of license to C. J. Wright, B. M. Wright and C. J. Wright, Jr., d/b as Forrest Broadcasting Company.

### 1410 Kilocycles

WNBC—State Broadcasting Corp., Hartford, Conn.—Transfer of control of licensee corporation from Arde Bulova and Harold A. LaFount to The Yankee Network, Incorporated—5000 shares common and 500 shares preferred stock—100%.

### 1420 Kilocycles

NEW—Broadcasting Corporation of America, north of Brawley, Calif.—Construction permit for a new standard broadcast station to be operated on 1420 kc., power of 1 KW and unlimited hours of operation. Amended: re changes in antenna.

### 1450 Kilocycles

NEW—Ronald B. Woodyard, Utica, N. Y.—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation.

NEW—Nashville Radio Corp., Nashville, Tenn.—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation.

NEW—Northeastern Radio and Television Corporation, Portland, Maine.—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation.

### FM APPLICATIONS

NEW—The Birmingham News Co., Birmingham, Ala.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44500 kc. with coverage of 17,700 square miles.

NEW—Owensboro Broadcasting Co., Inc., Owensboro, Ky.—Construction permit for a new high frequency (FM) broadcast station to be operated on 47900 kc. with coverage of 7,250 square miles.

NEW—Consolidated Broadcasting Corp., Ltd., Los Angeles, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45700 kc. with coverage of 7,000 square miles.

NEW—Central Ohio Broadcasting Co., Columbus, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated with 43100 kc. with coverage of 21,010 square miles.

NEW—WMIN Broadcasting Company, St. Paul, Minn.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45700 kc. with coverage of 13,273 square miles.

NEW—Blue Network Co., Inc., Los Angeles, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on 43100 kc. with coverage of 21,024 square miles.

NEW—Baltimore Broadcasting Corp., Baltimore, Md.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48300 kc. with coverage of 3,600 square miles.

NEW—The Wooster Republican Printing Company, Wooster, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on 49300 kc. with coverage of 8,500 square miles.

NEW—Fayette Broadcasting Corp., Uniontown, Penna.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48,100 kc. with coverage of 10,240 square miles.

NEW—Globe-Democrat Publishing Co., St. Louis, Mo.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44700 kc. with coverage of 13,083 square miles. Amended: to specify frequency of 46300 kc.

NEW—KRLD Radio Corp., Dallas, Texas.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45700 kc. with coverage of 20,000 square miles.

### TELEVISION APPLICATIONS

NEW—The Philadelphia Inquirer, a Division of Triangle Publications, Inc., Philadelphia, Penna.—Construction permit for a new commercial television broadcast station to be operated on Channel #6 (96000-102000 kc.).

NEW—Westchester Broadcasting Corp., White Plains, N. Y.—Construction permit for a new commercial television broadcast station to be operated on Channel #13 (230000-236000 kc.).

NEW—Bremer Broadcasting Corp., Newark, N. J.—Construction permit for a new commercial television broadcast station to be operated on Channel #5 (84000-90000 kc.).

NEW—J. E. Rodman, Fresno, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #2 (60000-66000 kc.).

### MISCELLANEOUS APPLICATIONS

NEW—Stanley G. Boynton, Highland Park, Mich.—Extension of authority to transmit programs to CKLW, Windsor, Ontario, Canada, from Highland Park, Mich.

NEW—The Journal Company (The Milwaukee Journal), Milwaukee, Wis.—Construction permit for a new developmental broadcast station to be operated on 45500 kc., 100 watts power and special emission.

NEW—Board of Education of the City of Atlanta, Atlanta, Ga.—Construction permit for a new noncommercial educational broadcast station to be operated on 42500 kc. with power of 1 KW.

NEW—First Baptist Church, Pontiac, Mich.—Extension of authority to transmit programs to radio station CKLW, Windsor, Ontario, Canada, for the period beginning August 13, 1944.

## 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.

**Chick Bed Co.**, 96 B Avenue, N. E. Cedar Rapids, Iowa, selling and distributing a litter or floor covering for poultry and brooder houses designated as "Chick Bed," are charged in a complaint with misrepresentation. (5181)

**Geppert Studios**, 210 East Locust Street, Des Moines, Iowa, selling and distributing plain and colored photograph enlarge-

ments and frames for them, are charged in the complaint with misrepresentation. (5180)

**Logan Garment Co., et al.**—Deception of Army nurses in their purchases of uniforms is alleged in a complaint against Logan Garment Co. and Dayton Sportwear Mills, both of 131 North Jefferson Street, Dayton, Ohio, and their officers and directors, J. Roland Clark, Weston R. Clark, Kathryn P. Clark, Asa Penny and Ola Gunckle. The two corporations are jointly owned and operated, Logan Garment Co. being the manufacturer of the uniforms and Dayton Sportwear Mills the selling agents. (5178)

**Williams S.L.K. Laboratories**, 647 West Virginia Street, Milwaukee, Wisconsin, manufacturing and distributing two medicinal preparations designated "Rux Compound" and "Williams Formula" is charged in a complaint with false advertising and misrepresentation. (5179)

### STIPULATIONS

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

**Ace Specialty Co.**, 1225 Broadway, New York, a distributor of tennis equipment, stipulated that he will discontinue use of the word "manufacturers" in his advertising, trade literature or in any other manner to imply that he manufactures such equipment, unless he owns and operates or directly controls an establishment where it is made.

**Pioneer Hatchery**—A stipulation to cease and desist from misrepresentation in the sale of baby chicks has been entered into by Walter E. Schultz, trading as Pioneer Hatchery, Boone, Iowa. (6848)

### CEASE AND DESIST ORDERS

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

**Atlantic City Wholesale Drug Co.**, Atlantic City, N. J., wholesaler of drugs and cosmetics, has been ordered to cease and desist from inducing or receiving discriminations in price which are prohibited by the Robinson-Patman Act. The order is also directed against Roy H. Cochran, president of the corporation, and Rodney S. Pullen, Jr., advertising and sales manager. (4957)

**James Jebaily, Inc.**, 36 East 31st Street, New York, manufacturer of women's wearing apparel, has been ordered to cease and desist from misrepresenting the fiber content of certain garments it sells, in violation of the Federal Trade Commission Act, and from misbranding others, in violation of the Wool Products Labeling Act. (5066)

**Prime Manufacturing Co.**, 1667 South First Street, Milwaukee, has been ordered to discontinue certain misrepresentations in connection with the sale of its electric fence controller, a device advertised for use in confining livestock. (4978)





**Presentation Ceremony:**

**WAR DEPARTMENT CERTIFICATE OF  
APPRECIATION TO  
NATIONAL ASSOCIATION OF BROADCASTERS**

**RECORDINGS OF PRESENTATION CEREMONY AVAILABLE TO STATIONS WHICH  
SEND IN REQUESTS IMMEDIATELY!**

A date is now being set in Washington for the official ceremony in which the Certificate of Appreciation of the Chief Signal Officer will be presented to the National Association of Broadcasters and accepted by Harold Ryan, President.

This ceremony will be recorded so that it may be broadcast by the stations whose efforts in the recruitment of personnel for the Signal Corps earned the award.

Pressings will be provided free but in order to conserve vital materials and predetermine the number of pressings required NAB stations should file at once their requests for this recorded ceremony.

*Requests cannot be handled if postmarked later than July 8.*

The presentation ceremony will make a recording of not more than five minutes length. It may be broadcast alone or built into a local show highlighting radio's contribution to the war effort.

Write today! Ask for your recording of the "Presentation Ceremony." Address Willard D. Egolf, Director of Public Relations, National Association of Broadcasters, 1760 N St., N. W., Washington 6, D. C.



NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON 6, D. C. 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, *Director of Public Relations*; Howard S. Frazier, *Director of Engineering*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

## FCC SINGLED OUT FOR SPECIFIC MENTION BY GOP

The Plank on Freedom of Press and Radio adopted at the Republican National Convention is as follows:

### "FREE PRESS AND RADIO"

"In times like these, when whole peoples have found themselves shackled by governments which denied the truth, or, worse, dealt in half-truths or withheld the facts from the public, it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans. There must be no censorship except to the extent required by war necessity.

"We insistently condemn any tendency to regard the press or the radio as instruments of the Administration and the use of Government publicity agencies for partisan ends. **WE NEED A NEW RADIO LAW WHICH WILL DEFINE, IN CLEAR AND UNMISTAKABLE LANGUAGE, THE ROLE OF THE FEDERAL COMMUNICATIONS COMMISSION.**

"All channels of news must be kept open with equality of access to information at the source. If agreement can be achieved with foreign nations to establish the same principles, it will be a valuable contribution to future peace.

"Vital facts must not be withheld.

"We want no more Pearl Harbor reports."

(Editor's Note: Bold face type ours.)

## COUNCIL ON RADIO JOURNALISM PLANNED BY NAB NEWS COMMITTEE AND EDUCATORS

(As released by NAB News Bureau)

Washington, D. C., June 29—Establishment of a Council on Radio Journalism, permanent group which will formulate standards and install full-time courses in radio journalism in schools and colleges, is being considered by the radio industry and various college associations, it was announced at NAB headquarters today.

Plan was the outcome of a joint meeting of the NAB Radio News Sub-Committee and the Radio Committee of the American Association of Schools and Departments of Journalism and the National Association of State Universities in Chicago last week.

Fred Seibert, president of AASDJ, and director of the School of Journalism at the University of Illinois, will prepare a report for NAB outlining complete details and naming personnel of the Council.

The council as planned would include representatives of NAB, radio division of the press associations, school and college associations, the president of AASDJ, the Federal

Radio Education Committee and the Association for Education by Radio.

Council idea stems from similar group now functioning for newspapers and the college organizations.

Council would not only implement radio journalism courses, but would act as an inspiration for publications in the radio news field and for ethical standards of operation.

Others at the Chicago meeting in addition to Siebert were: Karl Koerper, general manager, Station KMBC, Kansas City, Mo., chairman of the NAB Radio News Committee; Walt Dennis, special events and public relations director of Station WHN, New York, acting secretary, NAB News Committee; Paul H. Wagner, department of journalism, Indiana University; Wilbur Schramm, director, school of journalism, University of Iowa; Richard W. Beckman, department of technical journalism, Iowa State College; Mitchell V. Charnly, professor of journalism, University of Minnesota, and Frank E. Schooley, executive secretary, National Association of Educational Broadcasters, and program director of Station WILL, University of Illinois.

## CERTIFICATE OF APPRECIATION TO DR. ARMSTRONG

Dr. Edwin H. Armstrong, noted inventor in the radio field and professor of Electrical Engineering at Columbia University, was presented with the Chief Signal Officer's Certificate of Appreciation by Major General H. C. Ingles, Chief Signal Officer, at a recent ceremony in Washington, D. C.

In handing the first Certificate to Dr. Armstrong in recognition of "loyal and patriotic services" during two wars, General Ingles said in part:

"Those of us who have been associated with you through the years know how unsparingly you have contributed your talents and your time to the development of Signal Corps equipment which is now proving its superiority on every front. We recall that you perfected the superheterodyne receiver during the first World War and your more recent waiver of royalties on your frequency modulation patents is still fresh in our memories. In addition, you have undertaken vital contract development work for the Signal Corps and given generously of your knowledge and advice in the conduct of many experiments."

In 1941 Dr. Armstrong made a notable contribution to the war effort when he waived all royalties on the use of seventeen of his patents covering frequency modulation radio apparatus purchased by the War Department for military purposes. At the same time he offered to license on \$1 a year royalty basis any manufacturers designated by the War Department to produce such apparatus for military purposes for "so long as the present national and international emergency shall exist." Secretary of War Henry L. Stimson accepted the offer in a letter of warm appreciation.

## WAR LOAN MUSIC PUBLISHER LIST MAILED TODAY

In response to requests from broadcasters, NAB has secured from the Treasury a list of publishers whose musical compositions appear in all 5 and 15-minute electrical transcriptions offered by the Treasury Department for the 5th War Loan.

This list will be especially useful to those stations which pay for music on a per program basis. It is being mailed to all stations today (30).

## NAB PREDICTS MORE TUBES IN LAST HALF

Information coming to NAB indicates that the supply of radio tubes available to the public during the 3rd and

4th quarter of the present year will show a considerable increase over tube shipments of the first six months.

NAB's conclusion is not concerned with either cutbacks or contemplated cutbacks in the backlog of military tubes. It was arrived at after a consideration of manufacturing facilities, the needs of civilians and the vast stocks of military tubes already produced.

## REPUBLICAN CONVENTION RADIO COVERAGE GREAT ENGINEERING FEAT

(Reprint of article by T. R. Kennedy, Jr., in *New York Times* of June 25)

### BIG SHOW

#### Radio's Convention Coverage Represents a Mighty Feat of Engineering

The most extensive broadcast system ever set up to carry a single political event will go on the air tomorrow at noon when the Republican National Convention opens at the Chicago Stadium. More stations, more miles of wire, more radio technicians and more microphone equipment, plus six of the country's nine television transmitters, comprise the vast system that will carry the convention news and commentary at one time or another until the quadrennial conclave signs off.

In the network of the National Broadcasting Company will be 146 or more stations scattered from coast to coast; Columbia Broadcasting System, 136; WJZ-Blue, 193, and WOR-Mutual, 200—a total of 675 stations, plus 30 more in Canada. The indicated grand total is 705.

The same setup, naturally, will be used for the Democratic National Convention next month at Chicago.

#### Miles of Copper

Radio networks require miles of copper links to connect the stations together. The basic program circuits required for this four-system set-up would circle the earth three times and have several hundred miles left over. As is the case with most networks, an auxiliary or stand-by channel also is maintained, and a Morse coordinating circuit of about equal length. The actual "wire-miles" involved, therefore, may pass the 200,000-mile mark, to say nothing of more hundreds of miles of ordinary phone channels that

will be kept in almost ceaseless operation as the conclave progresses.

Some 8,000 to 10,000 radio engineers and monitoring experts will be required to operate the system—2,000-odd men for the NBC circuit alone—and upward of 1,000 others who will do nothing but supervise and maintain the spider-web of copper program channels on poles in cables from coast to coast—more wire-miles, in fact, than comprised the entire long-distance department of the American Telephone and Telegraph Company, the balance being made up from the mileage of affiliated telephone companies.

About two months ago chief engineers of the big networks directed their staffs to begin assembling the small world of equipment now installed in the stadium and the Hotel Stevens, convention headquarters. Microphones by the score, amplifiers in like quantity, miles of wire, headphones, switches and other paraphernalia were set up in New York, tested, tagged, disassembled, packed and shipped to Chicago by truck and reassembled in exactly the same way. The CBS alone sent four tons of equipment.

#### Many Microphones

Fifty-five microphones, at least one for each State or territorial delegation, have been installed about the stadium floor, four more on the speaker's rostrum, eighteen others at various points for interviews, and "parabolic" microphones to intercept crowd noises and cheers and the organ and band concerts. Special short-wave transmitters, small enough to be carried on the back, under the arm or in the hand will be operated by control men circulating among the various delegations. Another will be a "cueing" transmitter to contact and instruct the roaming transmitter men to points of greatest interests about the floor. The 30-to-40 and 165-megacycle waves will be used.

While the major programs at the convention will be fed to each of the four networks simultaneously over basic equipment maintained jointly, each system will have individual balcony control and commentator booths, studio offices, etc., through which special presentations can be set up, supervised and routed throughout the country. Much of it will be performed by a series of push buttons, with red and green lights to show when a circuit is in use or idle. Key men will wear headphones so the director may contact any one or all of them even in the midst of a broadcast, if it is important to do so. The whole convention floor and the rostrum is visible from each booth.

Some idea of the vast radio structure that will operate daily during the convention—both sending and receiving—can be had from the fact that even though it will require only about 75,000 to 100,000 transmitting tubes of all sizes to broadcast the conclave more than 360,000,000 bulbs will be operating in America's 60,000,000-odd sets to intercept the programs.

#### Television Daily

Television will have a large part in the convention. At approximately the hour it is delivered tomorrow night at the stadium, the keynote address of Gov. Earl Warren will be heard and seen over televue stations in New York, Schenectady and Philadelphia from a special film made a few days before by RKO. Other opening ceremonies, also, will be filmed, rushed to New York by express airplane, rapidly developed and projected "wet," if necessary, over WNBT, with relay radio links extending the show to WRGB and WPTZ in Schenectady and Philadelphia. Assuming an undeveloped film is placed on a 2 P. M. plane at Chicago the finished show should be ready for a television showing here not later than 11 o'clock the same day, according to the NBC.

During the remainder of the day, RKO will film other high spots and place the films on a night plane for WNBT-WRGB-WPTZ television shows the following day. WNBT,

### WAC RECRUITMENT CAMPAIGN

By telephone calls and letters, several NAB member stations, commenting on "An Open Letter to Young & Rubicam, Inc.," which was released last week, have unqualifiedly endorsed the effort to obtain for radio the WAC recruitment campaign for the coming fiscal year.

The gist of their comments revealed agreement with the contention that radio can do the job of enlistment required and that radio stations deserve the opportunity to carry the campaign on the same basis on which it has appeared in magazines and newspapers.

Currently arrangements are being made for a meeting with the agency executives in New York next week.

according to present plans, will put on television shows nightly during the week from 7 or 8 P. M. to 10 or 11 o'clock, including films of conventions of other years. More than 7,000 video receivers, it is estimated, will tune in the programs. Coincidental with the convention, stations WABD and WCBW of New York and W6XYZ of Los Angeles will televise other political features.

### PLAN BETTER EQUIPMENT FOR SCHOOL RADIO

Production of dependable radio and sound equipment for school and college use, in a scale of price ranges to meet the variety of economic purchasing levels, was proposed at a "Conference on Radio Equipment for Schools and Colleges," held in Cleveland, June 26 and 27. It was called by the U. S. Office of Education.

NAB was represented by Arthur Stringer, director of promotion, who served on the committee for "securing acceptance for recommended standards by manufacturers and educators." Participants in the conference were educators, individual manufacturers, Radio Manufacturers Association, in addition to the Office of Education and NAB.

The conference unanimously adopted a resolution calling on the U. S. Commissioner of Education and the RMA, as principal organizations of radio and sound equipment manufacturers, to appoint committees at the earliest date to undertake consideration of the views and findings of the various sub-committees.

It was the desire of the conference that school and college purchases of radio and sound equipment be safeguarded in their buying through the manufacture of equipment meeting definite specifications and minimum standards. In fact, the conference agreed that "definite standards and specifications are deemed essential in order to attain a high standard of service."

William D. Boutwell, director, Information and Radio Service, U. S. Office of Education, served as chairman of the conference.

Chairmen of the five working sub-committees were:

#### *Radio Receivers Sub-Committee*

William B. Levenson, Directing Supervisor of Radio, Cleveland.

#### *Recorders and Transcription Players Sub-Committee*

Max U. Bildersee, State Education Department, Albany, N. Y.

#### *Speech Input Including Microphones and Cable Sub-Committee*

C. E. Palmer, Superintendent of Schools, Dover, Ohio

#### *Central Sound Systems Sub-Committee*

R. R. Lowdermilk, U. S. Office of Education, Washington, D. C.

#### *Securing Acceptance for Recommended Standards by Manufacturers and Educators Sub-Committee*

A. F. Nienhuser, Commissioner, Equipment and Supplies, Cleveland Board of Education.

### NEW APPLICATION FORM

The FCC has adopted a new application Form No. 340, to be used when filing an application for construction permit for a noncommercial educational broadcast station. This form supersedes the use of Form 309 and supplemental Form 313 when requesting an assignment in this broadcast service. Form 309 continues to be used for several classes of broadcast stations other than standard.

Form 340 is expected to be more convenient to applicants

(From Business Week . . . June 17, 1944)

### BATTERIES FOR THE CAMPAIGN

WPB experts are sitting up nights trying to figure out a way to get more batteries for civilian radio sets before the campaign oratory starts. The White House has just passed the word along to do something about radio batteries for farmers who don't have access to power lines.

desiring noncommercial educational broadcast facilities, and at the same time the form will supply the Commission with additional information concerning the service planned and the technical equipment proposed to be installed. The new application form now available will be used by the many nonprofit educational agencies planning the construction of FM broadcast stations for the advancement of their educational work and the transmission of educational and entertainment programs to the general public.

### RULES AMENDED

The FCC has amended Section 63.05 of its Rules and Regulations extending the time limits prescribed in that section. The Section, as amended, to become effective immediately, reads as follows:

"63.05 *Commencement and Completion of Construction.* Unless otherwise determined by the Commission upon proper showing in any particular case, in the event construction shall not have been begun upon a project involving an expenditure of more than \$50,000 within 12 months from the date of the Commission's authorization, or all or part of the proposed facilities shall not have been placed in operation within 36 months after such date, such authorization shall terminate at the end of such 12 or 36 months period, as the case may be; in the case of projects involving an expenditure of \$50,000 or less, the authorization therefor shall terminate at the end of 9 months or 18 months, as the case may be, in the event construction thereof shall not have been commenced, or the facilities placed in operation, within such respective periods."

### RAILROAD HEARINGS SET

On June 27 FCC designated September 13, 1944, for the initial hearings to begin in the matter of investigating the establishment and use of radio communications systems in railroad operations, and appointed a committee composed of Commissioners Walker (Chairman), Case and Jett to preside at such hearings.

The Commission points out that these preliminary hearings are for the purpose of developing information which may be of assistance and guidance to all parties in carrying out their further programs on the subject of the use of radio on railroads. No immediate determination of policy is contemplated, but the Commission expects to keep the matter open for a period sufficient to enable all persons to complete all reasonable experimentation and to acquire all necessary data. Ample time will be permitted for experimentation and development of further data, and further hearings will be held in the future as the need therefor may appear.

Testimony of witnesses from such organizations as the Association of American Railroads, Aeronautical Radio, Inc., Civil Aeronautics Administration, Radio Technical Planning Board, War Department, etc., will be taken at the hearing.

Interest in the use of radio by railroads has reached an all-high peak as witnessed by the fact that 30 applica-

tions for construction permits have been filed with the Commission since May 1, 1944. Some of these have already been granted. Interest is also being shown in carrier-current as well as space radio systems. One railway company, the Denver and Rio Grande, has requested that frequencies be assigned to it on a regular basis and has filed an application for such facilities.

### WBZ FREE RADIO WORKSHOP BEGINS JULY 6

A free "Radio Workshop" beginning Thursday, July 6, and continuing to August 10, will be conducted by WBZ at its Hotel Bradford studios, Boston, according to announcement by C. S. Young, general manager. Many teachers and educators from all sections of Eastern Massachusetts have enrolled in the course.

The WBZ "Radio Workshop" developed out of the highly successful course at KYW, Philadelphia, last summer. Similar workshops are planned this season in other Westinghouse station cities, Pittsburgh, Fort Wayne and Philadelphia.

There will be eleven sessions of the WBZ "Workshop" with most of the lecturers selected from the Boston station's staff. Guest speakers will include:

Sterling Fisher, assistant public service counselor, and Mrs. Doris Corwith, assistant to the public service counselor, both from NBC in New York; Dorothy Lewis, coordinator of listener activities for the National Association of Broadcasters, Washington, D. C.; Lee B. Wailes, general manager, Gordon Hawkins, program supervisor, F. P. Nelson, director of television and shortwave, and W. B. McGill, supervisor of advertising and promotion, all members of the Westinghouse Radio Stations, Inc., headquarters staff in Philadelphia. Dean Howard M. LeSourd of Boston University and Albert D. Hughes, radio editor for the *Christian Science Monitor*, will be other guest lecturers.

### WIOD'S BOND PROMOTION CLICKS

The program and commercial departments of WIOD, Miami, combined activities to make a success of the 5th War Bond campaign, under direction of James LeGate, general manager.

Station arranged with First Federal Savings & Loan Association of Miami for the construction of a war bond stage alongside its building on one of the city's busiest downtown corners. Then officials of various civic and fraternal organizations were invited to hold their own bond day at the WIOD stage and to receive full credit for that day's sales.

Acceptances were quickly received from: Allied Masonic fraternities of the Miami Area; the Army Air Forces Training Center; Harvey Seeds Post of the American Legion; Kiwanis Club; YMCA; Elks; American Red Cross; B'nai B'rith; Gesu Volunteer Workers; Exchange Club; Miami Air Depot; Miami Naval Air Station; Dade County War Finance Committee; Miami Shores Post of the American Legion and others.

Under guidance of Tom McCullough, commercial manager, his staff came through with 102 commercially sponsored war bond programs—100 quarter-hours and two 5-minute programs.

WIOD manned, staffed and equipped the war bond stage. Even included staff orchestra. Actual sales passed \$170,000 the first week.

### JULY WAR BOND DATA SOUGHT

A single sheet form (on yellow paper) to report 5th War Loan promotions from July 1-7, inclusive, is being mailed all stations today. "Green Sheet" information for

the June 1-30 period will be consolidated with that for the campaign in July by NAB Research Department.

Station originations, allocated network promotions and network sustaining support will be included for a grand total of industry War Loan support. Upon completion, data will be released to the radio and press associations, Secretary Morgenthau and to all stations for such use as they may consider appropriate.

## Federal Communications Commission Docket

### HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, July 3. They are subject to change.

#### Wednesday, July 5

Oral Argument Before the Commission

REPORT No. B-200:

WMAM—M & M Broadcasting Co., Marinette, Wis.—Modification of license, 570 kc., 100 watts night, 250 watts day, unlimited.

#### Thursday, July 6

WOV—Arde Bulova and Harry D. Henshel (Transferors), and Murray Mester and Meyer Mester (Transferees).—Transfer of control of licensee corp. (WOV); 1280 kc., 5 KW (main), 1 KW (auxiliary), shares WHBI (WHBI 1/7; WOVI 6/7), (Directional Antenna).

## Federal Communications Commission Action

### APPLICATIONS GRANTED

John R. Fetzer and Rhea Y. Fetzer, d/b as Fetzer Broadcasting Co., Grand Rapids, Mich.—Granted construction permit (Comr. Case dissenting) for new station to operate on 1230 kc., 250 watts, unlimited time, pursuant to January 26th policy.

WHDH—Matheson Radio Co., Inc., Boston, Mass.—Granted modification of license to operate with directional antenna after sunset in Gainesville, Fla., or Cleveland, Ohio, whichever is earlier (B1-ML-1179).

KTKC—J. E. Richmond, et al., d/b as Tulare-Kings Counties Radio Associates (Assignors), J. E. Richmond, et al., d/b as Tulare-Kings Counties Radio Associates (Assignees), Visalia, Calif.—Granted consent to voluntary assignment of license of station KTKC, from J. E. Richmond, Percy M. Whiteside, Homer W. Wood and Visalia Publishing Co., d/b as Tulare-Kings Counties Radio Associates, to J. E. Richmond, Homer W. Wood, Percy A. Whiteside, Morley M. Maddox and Chas. A. Whitmore, d/b as Tulare-Kings Counties Radio Associates, a newly organized partnership. (The Visalia Publishing Co. is voluntarily dissolving and liquidating and transferring its interest in kind to its stockholders, Maddox and Whitmore taking its place as partners) (B5-AL-417).

WELI—Arde Bulova, Harold A. Lafount, Herman Stutz and F. V. Goldstein (Transferors), Harry C. Wilder, Central New York Broadcasting Corp. and Troy Broadcasting Co., Inc. (Transferees), City Broadcasting Corp. (Licensee), New Haven, Conn.—Granted consent to transfer of control of City Broadcasting Corp., licensee of station WELI, from Arde Bulova, Harold A. Lafount, Herman Stutz, and F. V. Goldstein, to Harry C. Wilder, Central New York Broad-

- casting Corp., and Troy Broadcasting Co., Inc., for the sum of \$185,000 plus \$35,000 for all issued capital stock of the Halco Realty Co., or a total consideration of \$220,000 (B1-TC-375).
- Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—Granted petition to reinstate application for construction permit for new station to operate on **1050 kc.**, 250 watts, daytime only, and set application for consolidated hearing with James F. Hopkins, Inc., application (B2-P-3595).
- WHDL—WHDL, Inc., Town of Allegany, N. Y.—Granted request for waiver of Sec. 3.30 (a) of the Commission's rules so as to permit identification of location of station as "Olean, N. Y.", instead of "Town of Allegany, N. Y."
- WCSC—The South Carolina Broadcasting Co., Inc. (Assignor), John M. Rivers (Assignee), Charleston, S. C.—Granted consent to voluntary assignment of license of station WCSC and two associated relay stations WEOC and WEOY, from South Carolina Broadcasting Co., Inc., to John M. Rivers. (The consideration involved is the payment of a monthly rental of \$1200 by the assignee to the assignor for a period of 12 years, or the equivalent of \$14,400 per year, or \$172,800 over the entire period of the lease). (Commissioner Walker dissenting.)
- Associated Broadcasting Corp., Grand Rapids, Mich.—Granted authority to transmit programs from Grand Rapids to station CKLW, Windsor, Ontario, Canada.
- WIRE—Indianapolis Broadcasting, Inc., Indianapolis, Ind.—Denied petition to reinstate its application (B4-P-3302) for construction permit to erect a new station, using frequency **1490 kc.**, 250 watts power, unlimited time.
- WJAX—City of Jacksonville, Jacksonville, Fla.—Granted application for construction permit to install a 100-watt auxiliary transmitter.
- WBKY—University of Kentucky, Beattyville, Ky.—Granted construction permit for new (FM) noncommercial educational broadcast station, subject to January 26 policy; **42900 kc.**, 500 watts.
- WAAC—Fort Meyers Broadcasting Co., Fort Myers, Fla.—Granted authority to use call letters WINK in place of WAAC for this station (Chairman Fly dissenting).
- KMTR—KMTR Radio Corp., Los Angeles, Calif.—Present license further extended upon a temporary basis only, for the period ending August 1, 1944, pending determination upon application for renewal.
- WBT—Columbia Broadcasting System, Inc., Charlotte, N. C.—Present license further extended upon a temporary basis only, for the period ending August 1, 1944, pending determination upon application for renewal.
- WLBZ—Maine Broadcasting Co., Inc., Bangor, Maine.—Present license further extended upon a temporary basis only, for the period ending August 1, 1944, pending determination upon application for renewal.
- WMTW—The Yankee Network, Inc., Mt. Washington, N. H.—Granted renewal of license for high frequency (FM) broadcast station.
- WGTR—The Yankee Network, Inc., Boston (Paxton), Mass.—Granted renewal of license for high frequency (FM) broadcast station.
- K7XSB—August G. Heibert, Fairbanks, Alaska.—Granted extension of authorization to operate Class I experimental station as a relay broadcast station for the transmission of programs to the U. S., for the period ending December 1, 1944.
- WFMM—Edwin H. Armstrong, Alpine, N. J.—Granted renewal of (FM) station license for the period ending July 1, 1945.
- WNYC-FM—City of New York, Municipal Broadcasting System, New York City.—Granted renewal of (FM) station license for the period ending July 1, 1945.
- WMIT—Gordon Gray, Winston-Salem, N. C.—Granted renewal of (FM) station license for the period ending July 1, 1945.
- WBCA—Capitol Broadcasting Co., Inc., Schenectady, N. Y.—Present license of (FM) broadcast station was further extended upon a temporary basis only, pending determination upon application for renewal, for the period ending September 1, 1944.
- WQXQ—Interstate Broadcasting Co., Inc., New York City.—Present license of (FM) broadcast station was further extended upon a temporary basis only, pending determination upon application for renewal, for the period ending September 1, 1944.

## MISCELLANEOUS

- WKBZ—Ashbacker Radio Corp., Muskegon, Mich.—Designated for hearing application for construction permit to change frequency from **1490** to **1230 kc.** (B2-P-3609).
- WREC—Hoyt B. Wooten, tr/as WREC Broadcasting Service, Memphis, Tenn.—Designated for hearing application for renewal of license to determine whether or not multiple ownership rule is applicable.
- James F. Hopkins, Inc., Ann Arbor, Mich.—Designated for consolidated hearing with Washtenaw application above, the application for new station to operate on **1050 kc.**, 250 watts daytime (B2-P-3291).
- KSFO—The Associated Broadcasters, Inc., San Francisco, Calif.—Designated for hearing application for renewal of license.

## LICENSE RENEWALS

- WLW-WSAI—The Crosley Corp., Cincinnati, Ohio.—Extended license of station WLW for a period of 60 days.
- KLZ—KLZ Broadcasting Co., Denver, Colo.—Granted application for renewal of license.
- KFYR—Myer Broadcasting Co., Bismarck, N. Dak.—Granted renewal of license for the period ending May 1, 1946.
- WTAG—Worcester Telegram Pub. Co., Inc., Worcester, Mass.—Granted renewal of license for main and two auxiliaries for the period ending May 1, 1946.
- WWNC—Asheville Citizen-Times Co., Inc., Asheville, N. C.—Granted renewal of license for the period ending May 1, 1946.
- KFMB—Worcester Broadcasting Corp., San Diego, Calif.—Granted renewal of license for the period ending February 1, 1945.
- KFDM—Beaumont Broadcasting Corp., Beaumont, Texas.—Present license further extended upon a temporary basis only, for the period ending August 1, 1944, pending determination upon application for renewal.
- KIEV—Cannon System, Ltd., Glenside, Calif.—Present license further extended upon a temporary basis only, for the period ending August 1, 1944, pending determination upon application for renewal.
- WABI—Community Broadcasting Service, Bangor, Maine.—Granted motion to continue hearing, now scheduled for July 5, to August 7, in re application for renewal of license and for modification of construction permit. Also granted motion for order to take depositions in re these applications.
- Murray Mester and Meyer Mester (Transferees), for transfer of control of WOODAM Corp., Licensee of station WOV, New York City.—Denied motion for an order to take depositions of eleven witnesses, who are to testify as to the character and qualifications of\* the proposed transferees to control Woodam Corp., licensee of WOV. The motion was denied without prejudice, however, to the right of the parties at the conclusion of the taking of testimony to renew their motion for an order to take depositions of these witnesses and the record may remain open for a reasonable period for the submission of such depositions.
- WBAX—John H. Stenger, Jr., Wilkes-Barre, Pa.—Granted authority to determine operating power by direct measurement of antenna power.
- WJR, The Goodwill Station, Detroit, Mich.—Placed in the pending file in accordance with Commission policy of February 23, 1943, application for new commercial television station (B2-PCT-55).
- The Jam Handy Organization, Inc., Detroit, Mich.—Placed in the pending file in accordance with Commission policy of February 23, 1943, application for new commercial television station (B2-PCT-54).
- The following applications for new *FM broadcast* stations were placed in the pending file in accordance with Commission policy of February 23, 1943:
- Agricultural Broadcasting Co., Chicago; The Hartford Times, Inc., Hartford, Conn.; L. B. Wilson, Inc., Cincinnati; The Outlet Co., Providence, R. I.; Worcester Telegram Pub. Co., Inc., Worcester, Mass.; Charleston Broadcasting Co., Charleston, W. Va.; Radio Station WJBC, Bloomington, Ill.
- New Jersey Broadcasting Corp., Newark, N. J.—Retained in pending files amendment to construction permit for new *FM broadcast* station.

## APPLICATIONS FILED AT FCC

### 680 Kilocycles

KFEQ—KFEQ, Inc., St. Joseph, Mo.—Construction permit to move formerly licensed RCA ET-4241 Exciter Unit to present main transmitter location to be used as an auxiliary with power of 250 watts employing directional antenna day and night.

KABC—The Alamo Broadcasting Co., Inc., San Antonio, Tex.—Construction permit to change frequency from 1450 kc. to 680 kc., increase power from 250 watts to 50 KW daytime and 10 KW night, install new transmitter, directional antenna for night use and move transmitter. Amended: re changes in directional antenna.

### 690 Kilocycles

KGGF—Hugh J. Powell, Coffeyville, Kans.—Modification of construction permit (B4-P-3519 as modified), which authorized installation of new transmitter for extension of completion date from 7-22-44 to 10-22-44.

### 1130 Kilocycles

WDGY—Dr. George W. Young, Minneapolis, Minn.—Modification of license to change hours of operation from limited time to unlimited time and power from 500 watts night, 5 KW daytime to 250 watts night and 5 KW daytime.

### 1370 Kilocycles

WSAY—Brown Radio Service and Laboratory (Gordon P. Brown, Owner), Rochester, N. Y.—Modification of construction permit (B1-P-2924 as modified), which authorized change of frequency, increase in power, installation of directional antenna and new transmitter and move of transmitter for extension of completion date from 8-1-44 to 11-1-44.

### 1340 Kilocycles

KSUB—Southern Utah Broadcasting Co., Cedar City, Utah.—Transfer of control of licensee corporation from Leland M. Perry to Radio Service Corporation of Utah—1280 shares of common stock, 51.2%.

NEW—Ramon G. Patterson and Louise Patterson (Pursley), d/b as Patterson Broadcasting Service, Birmingham, Ala.—Construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation.

### 1420 Kilocycles

NEW—Mississippi Broadcasting Co., Inc., Jackson, Miss.—Construction permit for a new standard broadcast station to be operated on 1420 kc., power of 100 watts and unlimited hours of operation.

### 1400 Kilocycles

NEW—Air-Waves, Inc., Baton Rouge, La.—Construction permit for a new standard broadcast station to be operated on 1400 kc., 250 watts power and unlimited hours of operation. Amended: re change in type of transmitter.

WGPC—J. W. Woodruff and J. W. Woodruff, Jr., d/b as Albany Broadcasting Company, Albany, Ga.—Construction permit to change frequency from 1450 kc. to 1400 kc. and move transmitter and studio from Albany, Georgia, to a site to be determined in Savannah, Georgia.

## FM APPLICATION

NEW—Thames Broadcasting Corp., New London, Conn.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44500 kc. with coverage of 3,500 miles.

## MISCELLANEOUS APPLICATION

KUDT—A. H. Belo Corp., Dallas, Texas.—Modification of construction permit (B3-PRE-438) which authorized construc-

tion of new relay broadcast station to change transmitter location from fixed to portable.

# 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.

**Dodge, Inc.**, 706 North Hudson Avenue, Chicago, selling and distributing religious books, including the New Testament and a Catholic Prayer Book, are charged in a complaint with misrepresentation. (5185)

**National Mineral Company**, trading as Helene Curtis Industries, 2638 North Pulaski Road, Chicago, selling and distributing products used in the process of giving "permanent waves," under the name of "Helene Curtis Cold Waves," including preparations designated "Preliminary Lotion," "Waving Compound," "Neutralizing Compound," a brush called "Applicator Brush," and "Helene Curtis Protecto Hand Cream," is charged in a complaint with misrepresentation. (5182)

**Truslow Poultry Farm, Inc.**, trading as Toxite Laboratories, Chestertown, Md., manufacturing and distributing an insecticide and disinfectant designated "Toxite," and Campbell-Sanford Advertising Co., Inc., 1105 Chester Avenue, Cleveland, Ohio, an advertising agency preparing and placing advertising material for the Truslow Poultry Farm, Inc., are charged in a complaint with misrepresentation. (5183)

**Union Fountain Pen Company, Inc.**, trading as Morrison Fountain Pen Company, 79 Fifth Avenue, New York, selling and distributing fountain pens and pencils, together with pouches and boxes for displaying the products, is charged in a complaint with misrepresentation. (5184)

## STIPULATIONS

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

**Berst-Forster-Dixfield Co.** and America's Own Match Co., both located at 155 East 44th Street, New York, have entered into a stipulation to cease and desist from using the word "safety," either alone or in connection with the word "matches" to designate any type of matches other than strike-on-the-box matches, that is, matches which readily ignite only when the heads are drawn across a specially prepared coating on the box in which the matches are sold, and from the use of any statement or representation tending to convey the belief that their matches are safety matches. (3849)

**T. Richter's Sons**, 219 West 2nd Street, Davenport, Iowa, selling and distributing merchandise including fur garments, is stipulated to cease and desist from use of the words "American

Broadtail," "Krimmer Lamb," "Mendoza Beaver," "Sable Coney," "Northern Seal" or "French Seal" to designate furs or fur products made from peltries other than broadtail, krimmer, beaver, sable or seal, respectively, unless such words be compounded with the word "dyed" or the word "processed," and when so compounded are immediately followed in equally conspicuous type by the true name of the fur, as, for example, "American Broadtail—Processed Lamb," "Krimmer—Processed Lamb," "Beaver-Dyed Rabbit," "Sable-Dyed Rabbit" and "Seal-Dyed Rabbit." (3851)

**A. C. Trading Company, Inc.**, 11 Hester Street, New York, dealer in used hats and hat bodies, has stipulated that he will cease and desist from representing that hats, composed in whole or in part of used materials, are new, by failure to stamp on the exposed surfaces of the sweat bands in legible terms which cannot be removed or obliterated without mutilating the sweat bands, a statement that such products are composed of second-hand or used material; provided that if sweat bands are not affixed to

such hats, then the stamping must appear on the exposed surface of the inside of the bodies in inconspicuous and legible terms which cannot be removed or obliterated without mutilating the hat bodies. (3855)

## CEASE AND DESIST ORDERS

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

**Motloid Company, Inc.**, and Wallace A. Erickson, 325 West Huron St., Chicago, have been ordered to cease and desist from misrepresentation of a denture base, designated "Moldent," manufactured and distributed by them. (5042)