



NAB EXECUTIVES WAR CONFERENCE

Sub-committees of the Board of Directors on Convention Program and By-Law Revision will meet in Washington on next Monday and Tuesday (10 and 11). Immediately following these meetings a special bulletin outlining the tentative plans for the NAB Executives War Conference will be sent to the membership. This bulletin will be accompanied by forms for advance registration, certification of station representatives and hotel reservation forms. All requests for hotel reservations must be made on these standard forms and must be approved by the NAB Housing Committee before the Palmer House, which is the headquarters hotel, will assign rooms from those reserved for the accommodation of NAB members.

Since attendance at the Conference is to be limited to the personnel of member stations and associate members and NAB standing committees, reservation forms will be sent only to this list. The forthcoming bulletin will give in as great detail as possible information regarding the convention, that will enable the station management to decide who from among its personnel should attend.

FREE RADIO EXPLAINED BY RADIO

Congratulations are due Richard Harkness for his Independence Day broadcast from WRC, Washington, over NBC. The unusual feature of his program was that he talked about Radio on Radio. The portion of his broadcast dealing with a Free Radio merits repeating. It follows:

"This is Independence Day—a day to celebrate our Independence as an Independent free country—a day, too, dedicated to the battle (around the world) to 'keep' our country free. The one basis of our freedom is 'freedom of expression'—Freedom to speak as we please—To express our own opinions—To write as we please. This 'freedom of expression' is summed up in a 'free radio' and in a 'free press.' A radio and press 'free' to bring the full truth to the American people—'free' to speak out plainly and frankly—a radio and press 'free' of Government dictation. Otherwise we will soon find ourselves without our freedom. If we lose our free radio (and our free press) we will be 'fed' untruths, or worse, our freedom of thought would be twisted and warped by dangerous 'half' truths. This Fourth of July (and the freedom of radio and press we have today)—points up one single plank adopted by the recent Republican National Convention in Chicago. It is

a plank most of the radio commentators (and newspaper writers) passed over. But in the midst of a war—with the issues at stake in this Presidential campaign—it is a platform plank which is *vitaly important*.

The Republican Resolutions Committee, and the full Republican Convention adopted this 'free press and radio plank' by unanimous vote: Here it is in full:

'In times like these when whole peoples have found themselves shackled by Governments which denied the truth, or, worse by Governments which 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.'

The Republicans (as a party) add this to their platform: 'We insistently condemn any tendency to regard the press and 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

(Continued on page 222)



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*.

FREE RADIO EXPLAINED BY RADIO

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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.'

There is the Republican platform guaranteeing a free press and radio. Within a few weeks the Democratic Resolutions Committee will begin its deliberations in Chicago. If we are to keep this precious freedom of expression in our country it certainly behooves the Democrats to be equally outspoken for a free radio, and a free press. Otherwise there will be a 'fundamental' issue in this coming Presidential campaign, the 'vital' issue of 'freedom of expression'."

FCC SETS UAW-CIO PETITION vs. WHKC FOR HEARING

The Federal Communications Commission has designated for hearing on August 15, 1944, at an hour and place to be designated, the petition of the UAW-CIO, Columbus, Ohio, directed against the Commission's grant without hearing on May 16, 1944, of the application of United Broadcasting Company (WHKC), Columbus, Ohio, for renewal of license; and directed that pursuant to provisions of Sec. 308(b) and 312(a) of the Communications Act the United Broadcasting Co. (WHKC) shall file with the Commission on or before the 5th day of August a statement of fact concerning the operation of its station WHKC, with particular reference to the allegations of the UAW-CIO petition, and as to whether or not the station has been operated in the public interest.

The UAW-CIO petition alleges that Station WHKC is throttling free speech and is, therefore, not operating in the public interest in that (a) the station has a policy not to permit the sale of time for programs which solicit memberships, discuss controversial subjects, race, religion and politics; (b) the station does not apply this practice uniformly, but on the contrary applies that policy "strictly to those with whom the management of Station WHKC disagrees, including petitioners, and loosely or not at all with respect to others"; (c) the station unfairly censored scripts submitted by petitioners.

HURRY! HURRY!

**Please return "green" and "yellow" forms
with 5th War Loan data**

Approximately 375 "green sheet" reports were received at NAB from individual stations to Thursday noon (6). All stations whose bond reports for the June period are

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not en route to NAB (or sent) are urged to air mail them at once.

With generous station cooperation the industry will be able to determine quickly the amount of support which the industry placed behind the 5th War Loan campaign.

A generous sprinkling of "yellow sheet" reports, covering the July 1-7, incl., period of 5th War Loan promotion have also been received in advance. It is hoped that stations will also return the "yellow sheet" report by air mail if they have not done so.

The information from both sheets will be consolidated by NAB Research Department. When completed it will provide a "Report to the Nation" of what was done by the industry. Also included with station origination data will be the allocated war bond sustaining and commercial figures.

SPECIAL NOTICE TO MEMBERS OF ASSOCIATION OF WOMEN DIRECTORS

On July 10th over the Blue Network at 1:45 P.M. there will be a closing broadcast of the "American Home Campaign" of the Association of Women Directors. During the program, Mrs. LaFell Dickinson, new President of the General Federation of Women's Clubs, Mrs. Clara Savage Littledate, Editor of Parents' Magazine, and Mrs. Dorothy Lewis, NAB Coordinator of Listener Activity, will be heard. There will be an announcement of the winners in a nation-wide letter contest, "What I Am Doing in My Home to Strengthen the Promise of a Happier Postwar World," and a possible presentation of winners.

During the past three months, 650 women have broadcast special material prepared by twenty-four leading national organizations pertaining to the subject of the American Home. This mass editorializing is one of the most significant developments in programming. The project has evoked high praise from broadcasters and lay leaders.

RTPB CHANGES NAME OF PANEL 5

It was announced on June 29 by Dr. W. R. G. Baker, chairman of the Radio Technical Planning Board, that the name of Panel 5 has been changed from "VHF Broadcasting" to "FM Broadcasting." This is in accordance with a request recently made by the Panel to the Radio Technical Planning Board. Membership of the Board voted by mail on the proposal. According to Dr. Baker the result of the mail ballot "was slightly in favor of the change." In the future this panel will be identified as "Panel 5, on FM Broadcasting."

Panel 5 has completed a report on "Standards and Frequency Allocations for Postwar VHF Broadcasting." These recommendations are now being prepared in blue book form for transmittal to the Radio Technical Planning Board. (Important points in the report are substantially as set forth on page 119 of NAB REPORTS, April 21, 1944.) It is anticipated the Board will act on both the FM and television reports in near future.

FUTURE LOANS POSE PROBLEMS

The 6th War Loan is the next big financial job facing the American people, the Treasury and broadcasting stations.

The weeks immediately ahead should give Treasury ample time to examine thoroughly American public opinion on bond buying, to determine policy and the proper approach to be followed in live and transcribed radio programs as well as in other media.

Present unavailability of transcribed Treasury pro-

grams is considered in most quarters a temporary expedient.

More promotion, not less, will be required to sell "E" bonds in the face of present European news and cutbacks in production.

In addition, campaigns must be originated to induce people to hang onto their bonds at the end of hostilities, as well as to buy post-war issues.

"TOWN MEETING" PROMOTED DRIVE OVER WROK

WROK brought "America's Town Meeting of the Air," Blue Network forum, to Rockford for the Fifth War Loan drive.

Admission to the broadcast was by the purchase of Series "E" bonds of \$100, or larger, denomination. Show sold just under \$500,000 in bonds—all Series "E."

KOB CO-SPONSORED \$2,000 BOND CONTEST

A total of 116 commercial programs were sold by KOB, Albuquerque, to promote the Fifth War Loan drive. These programs included both transcribed Treasury and locally produced programs. One program was a daily report direct from war loan headquarters.

KOB joined with four other Albuquerque firms in sponsoring a contest for bond workers with \$2,000 in war bonds as prizes. These prizes were offered to individuals and to organizations selling the highest totals during the drive.

35,000 SCHEDULES FOR KRNT LISTENERS

Postmen will deliver 35,000 copies of the 1944 Summer KRNT Listening Schedule to homes in Middle Iowa this week. Schedules are going to radio listeners in the sixteen towns surrounding Des Moines, whose newspapers carry the new KRNT advertising column, "Likely Listenin'."

Eight page publication, printed on newsprint, tabloid size, was designed by John Drake, station promotion manager.

Federal Communications Commission Docket

HEARINGS

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

Monday, July 10

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

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

Wednesday, July 12

WLOL—Independent Merchants Broadcasting Co., Minneapolis, Minn.—C. P., 1330 kc., 5 KW, unlimited (DA-day and night).

Federal Communications Commission Action

MISCELLANEOUS

WGAR—WGAR Broadcasting Co., Cleveland, Ohio.—Granted license to cover construction permit which authorized change in frequency from 1480 to 1220 kc., increase in power from 5 KW day, 1 KW night, to 5 KW day and night; changes in directional antenna for night use and move of transmitter to Broadview and Akins Roads, Broadview Heights Village, Ohio (B2-L-1808). And granted authority to determine operating power by direct measurement (B2-Z-1600).

WCBI—Birney Imes, Jr., Columbus, Miss.—Granted authority to determine operating power by direct measurement (B3-Z-1597).

WDUL—Head of the Lakes Broadcasting Co., Superior, Wis.—Granted license to cover construction permit for new high frequency (FM) broadcast station, 44500 kc. (B4-LH-48).

WCAO—The Monumental Radio Co., Baltimore, Md.—Granted construction permit (B1-P-3630) to move formerly licensed RCA Mfg. Co., Type 1-D-B transmitter to east side of Park Heights Ave., 1.2 miles NW from city boundaries, near Baltimore, and operate as an auxiliary transmitter with 1 KW, using directional antenna. (Action taken June 21, 1944.)

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

A. H. Belo Corp., Dallas, Texas; Fayette Broadcasting Corp., Uniontown, Pa.; Miami Broadcasting Co., Miami, Fla.; Northside Broadcasting Corp., Louisville, Ky.

E. F. Pepper, Stockton, Calif.—Placed in the pending files application for commercial television station, in accordance with Commission policy adopted February 23, 1943 (B5-PCT-56).

Western Mich. College of Education, Kalamazoo, Mich.—Placed in the pending files application for new noncommercial educational broadcast station, in accordance with Commission's policy adopted February 23, 1943 (B2-PED-32).

WIRE—Indianapolis Broadcasting, Inc., Indianapolis, Ind.—Denied petition for reconsideration of the Commission's action on April 25, 1944, denying the WIRE petition to reinstate application (B4-P-3302) for construction permit to change frequency and increase power. Also denied petition for rehearing directed against the action of the Commission on April 18, 1944, granting application (B4-P-3569) of South Bend Broadcasting Corp., for construction permit for new station to operate on 1490 kc., 250 watts, unlimited time.

Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—Granted petition to reinstate application (Docket No. 6231) for construction permit to operate on 1050 kc., 1 KW, daytime only, and designated same for further hearing with new application (B2-P-3595) to operate on 1050 kc., 250 watts, unlimited time, to be consolidated with hearing on application of James F. Hopkins, Inc.

James F. Hopkins, Inc., Ann Arbor, Mich.—Granted petition in part, for reinstatement of application (B2-P-3291) for construction permit for a new station to operate on 1050 kc., 250 watts daytime only, and designated said application for consolidated hearing with Washtenaw application above.

WJZ—Blue Network Co., Inc., New York City.—Granted petition to intervene in the hearing on application of Albuquerque Broadcasting Co. (KOB) for modification of construction permit to operate on 770 kc., 50 KW, together with license to cover and authority to determine operating power.

Columbia Broadcasting System, Inc., New York City.—Granted motion for extension of time to file an appearance in re application for voluntary relinquishment of control of KFAB, and voluntary assignment of license of station WBT; extended same to July 26.

KFAB—The Sidles Co., Star Printing Co., State Journal Printing Co., and KFAB Broadcasting Co.—Granted motion for ex-

tension of time to file appearances in re KFAB and WBT applications above, extending same to July 26, 1944.

APPLICATIONS FILED AT FCC

640 Kilocycles

WCLE—United Broadcasting Co., Akron, Ohio.—Modification of construction permit (B2-P-3566) which authorized change of frequency, hours of operation, increase power, installation of directional antenna and move for change of transmitter site, changes in directional antenna and extension of time.

680 Kilocycles

WLAW—Hildreth & Rogers Co., Lawrence, Mass.—Acquisition of control of licensee corporation by Irving E. Rogers through purchase of 337 shares of common stock from Irving E. Rogers, Harold B. Morrill and National Shawmut Bank of Boston, Executors under the will of Alexander H. Rogers.

810 Kilocycles

WGY—General Electric Co., Schenectady, N. Y.—Construction permit to make changes in the transmitting equipment of the auxiliary transmitter and decrease the operating power of the auxiliary transmitter from 50 KW to 5 KW.

1010 Kilocycles

KWBU—Baylor University and Carr P. Collins, Corpus Christi, Texas.—License to cover construction permit (B3-P-3524) for a new standard broadcast station. Amended: to change name of applicant to The Century Broadcasting Company.
KWBU—Baylor University and Carr P. Collins, Corpus Christi, Texas.—Authority to determine operating power by direct measurement of antenna power. Amended: to change name of applicant to The Century Broadcasting Company.

1130 Kilocycles

WCAR—Pontiac Broadcasting Co., Pontiac, Mich.—Special service authorization to operate from 7 a. m., EST, to local sunrise with power of 250 watts for the period 9-1-44 to 4-1-45.

1150 Kilocycles

WCOP—Massachusetts Broadcasting Corp., Boston, Mass.—Transfer of control of licensee corporation from Arde Bulova and Harold A. Lafount to Iowa Broadcasting Company—5000 shares common and 500 shares preferred stock.

1230 Kilocycles

KELO—Sioux Falls Broadcast Assn., Inc., Sioux Falls, S. Dak.—Construction permit to install new antenna. Amended: re changes in ground system.
NEW—Fred B. Wilson and Channing Cope, d/b as Chattahoochee Broadcasters, Marietta, Ga.—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

WHBU—Anderson Broadcasting Corp., Anderson, Ind.—Transfer of control of licensee corporation from L. M. Kennett and Cora C. Kennett to C. Bruce McConnell, Robert E. Bausman and Earl H. Schmidt.
WJMC—Walter C. Bridges, Rice Lake, Wis.—Authority to determine operating power by direct measurement of antenna power.

1450 Kilocycles

WLAP—American Broadcasting Corp., Lexington, Ky.—Authority to determine operating power by direct measurement of antenna power.

1490 Kilocycles

KTBI—Tacoma Broadcasters, Inc., Tacoma, Wash.—Transfer of control of licensee corporation from Harold S. Woodworth to H. J. Quilliam—150 shares common stock.

FM APPLICATIONS

NEW—North Carolina Broadcasting Co., Inc., Greensboro, N. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on 43900 kc. with coverage of 13,200 square miles.
NEW—KTRH Broadcasting Co., Houston, Texas.—Construction permit for a new high frequency (FM) broadcast station to be operated on 47700 kc. with coverage of 14,300 square miles.
NEW—Pawtucket Broadcasting Co., Pawtucket, R. I.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45100 kc. with coverage of 3,760 square miles.
NEW—Eleanor Patterson, tr/as The Times Herald, Washington, D. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46300 kc.
NEW—Gannett Publishing Co., Inc., Augusta, Maine.—Construction permit for a new high frequency (FM) broadcast station to be operated on 49100 kc. with coverage of 3,968 square miles.
NEW—Poughkeepsie Newspapers, Inc., Poughkeepsie, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44300 kc., coverage of 10,198.5 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.

MISCELLANEOUS APPLICATIONS

NEW—WBNS, Inc., area of Columbus, Ohio.—License for a new special relay broadcast station, using the equipment licensed to WBNT to be operated on 1646, 2090, 2190, 2830 kc., power of 175 watts, A3 emission.
NEW—WBNS, Inc., area of Columbus, Ohio.—License for a new special relay broadcast station, using the equipment licensed to WJLF to be operated on 1646, 2090, 2190 and 2830 kc., power of 20 watts and A3 emission.
NEW—WBNS, Inc., area of Columbus, Ohio.—License for a new special relay broadcast station, using the equipment licensed to WGBD to be operated on 1646, 2090, 2190, 2830 kc., power of 3 watts and A3 emission.
NEW—WBNS, Inc., area of Columbus, Ohio.—License for a new special relay broadcast station, using the equipment licensed to WELE to be operated on 31220, 35620, 37020, 39260 kc., power of 2 watts and A3 emission.
WRCL—Columbia Broadcasting System, Inc., area of New York, N. Y.—License to cover construction permit (B1-PRE-441) for a new relay broadcast station.
KGEX—General Electric Co., near Blemont, Calif.—License to cover construction permit (B5-PIB-54) which authorized construction of a new international broadcast station.
WNBF-NEW—Wylie B. Jones Advertising Agency, Binghamton, N. Y.—Construction permit to change frequency from 44900 kc. to 43700 kc., change type of transmitter and change coverage and location.
NEW—City of San Bernardino High School District, San Bernardino, Calif.—Construction permit for a new noncommercial educational broadcast station to be operated on 42900 kc., power of 250 watts and special emission. Amended: to specify type of transmitter.
KFBL—Frontier Broadcasting Co., area of Cheyenne, Wyo.—License to cover construction permit (B5-PRY-283) for a new relay broadcast station.
KFMB—Frontier Broadcasting Co., area of Cheyenne, Wyo.—License to cover construction permit (B5-PRE-430) for a new relay broadcast station.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission issued no complaints last week.

CEASE AND DESIST ORDERS

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

Detroit Soda Products Company, Wyandotte, Michigan, packing and selling a baking soda (bicarbonate of soda) designated "Crystal Brand Baking Soda," recommended for use as a remedy for various human ailments as well as for other purposes, and Aarons, Sill & Caron, Inc., Detroit, an advertising agency disseminating advertisements of the product, have been ordered to cease and desist from misrepresentations of the product. (5037)

Drug Profits, Inc., Ravenswood, W. Va., selling and distributing medicinal preparations designated "Phalene" and "Burtone," has been ordered to cease and desist from false advertising and misrepresentation of the preparations. (4893)

Preparatory Training Institute, 55 North Clinton Avenue, Trenton, N. J., engaged in the sale and distribution of courses of study and instruction intended for preparing students for examinations for Civil Service positions, has been ordered to cease and desist from misrepresentation. (4453)

Rex Diathermy Corp., 901 First Court, Brooklyn, manufacturing, renting, selling and distributing a device designated "Rex Diathermy Machine," has been ordered to cease and desist from false advertising and misrepresentation. (5145)

Rich & Company, 270 West 39th Street, New York, manufacturing and selling women's suits and other garments composed in whole or in part of wool, have been ordered to cease and desist from violation of the Wool Products Labeling Act of 1939 and the rules and regulations promulgated thereunder. The Commission finds that the respondents have violated the Act and the rules and regulations by failing to affix to their products the proper stamps, labels, or other means of identification required by the Act. (5144)

C. H. Stemmons Manufacturing Co. and as **Airflow Arch-Ezur Co.**, 1024 McGee Street, Kansas City, Missouri, manufacturing and selling arch supports designated "Airflow Arch-Ezurs," has been ordered to cease and desist from misrepresentation of its product. (4882)

Vacu-Matic Carburetor Co., Wauwatosa, Wisconsin, manufacturing and selling a mechanical device designated "Vacu-matic" for attachment to automobile engines for the purported purpose of saving gasoline and otherwise improving engine performance, has been ordered to cease and desist from misrepresentation of the product. (3388)

STIPULATIONS

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

Amstutz Hatcheries, with hatcheries located at Celina, Coldwater, New Bremen, Minster, Medina, Orrville and Canton, Ohio, and Frankenmuth, Mich., have entered into a stipulation to cease the use in their advertising or trade literature of statements such as "Baby Chicks from R. O. P. Pedigreed Males," "R. O. P. Pedigree Sired," "R. O. P. Enriched Baby Chicks" or similar terminology tending to convey the impression that such chicks are sired by U. S. R. O. P. males; representing by use of "R. O. P." terminology that the males used for mating are "individually banded" or other implications that the respondents participate in the National Poultry Improvement Plan, and that their hatcheries are U. S. Approved hatcheries, unless and until such time as their operations actually are conducted under such plan and meet all its requirements. (3850)

Arcady Farms Milling Co., 223 West Jackson Boulevard, Chicago, selling a dry dog food preparation designated "Arcady Dog Ration," has stipulated that in the dissemination of its advertising it will cease representing that its product or any other dry dog food preparation of substantially the same composition contains meat. (03223)

Babcock's Hatchery, Ithaca, New York, selling and distributing baby chicks, has entered into a stipulation to cease and desist from use of the terms "100% Pullorum Clean" or "Pullorum Clean" and from use of any similar term or representation tending to convey the belief that the flocks producing chicks sold by him have been tested for pullorum disease and approved by any official State agency having responsibility under the National Poultry Improvement Plan for the accuracy of such testing. (3854)

Fashion Jewelry Sales, 1617 Curtis Street, Denver, Colorado, selling and distributing novelty jewelry, has entered into a stipulation in which he agrees to cease use of statements, such as "Astonishing ring values priced to you at a fraction of their worth" or other representations tending to convey the impression that the sale price of the articles is substantially less than that for which articles of like value are customarily sold; representing that the sale price of articles of jewelry is maintained because of ceiling prices set on such articles by the Office of Price Administration when in fact there is no such ceiling price; use of such words as "replica diamonds" as descriptive of products not in fact true reproductions of the gems named, and from use of the word "stone" or "stones" in referring to insets that are not in fact stones, as that term is commonly understood in the jewelry trade. (3856)

General Fur Manufacturing Company, 48 West 27th Street, New York, selling and distributing fur garments, has entered into a stipulation. (3858)

Kroger Grocery & Baking Company, Cincinnati, and **Ralph H. Jones Co.**, Carew Tower, Cincinnati, an advertising agency preparing advertisements for the products of the Kroger Company, have entered into a stipulation in which they agree to cease and desist from representing that Kroger's Clock Bread has a tonic effect upon the nerves; that it will correct dietary deficiencies or supply all the necessary body-building food elements, or that the bread contains any "supercharge" health factors. (03222)

Albert Lea Foundry Company and **Jack K. Heimann**, trading as **The Heimann Company**, both of Albert Lea, Minn., each engaged in the sale of a device designated "Konver-To-Kol" for use in converting oil burning heating units to coal burning units, have entered into a stipulation in which they agree to cease and desist from representing that the device or any other device of similar construction will burn all types and sizes of coal efficiency or that it will operate efficiently in any type of heating plant; from the use of any representation conveying the belief that all types of coal may be burned by using such a device without producing "bulky ashes" or ashes; from representing, by use of the statement "increased operating efficiency reduces tonnage of comparative hand-fired consumption" or by any other statement of similar implication, that oil burning furnaces equipped with such

devices are more efficient than are conventional coal burning furnaces equipped with shaker grates. (3857)

Southeastern Hatcheries, Southeastern Hatchery, Satilla Hatchery, Peach State Hatchery, Cumming Hatchery and Hall Hatchery, 139 Forsyth Street, S. W., Atlanta, Georgia, and J. Harry Miller, trading as Poultry Exchange and as J. H. Miller, Sr., Chambersburg, Pennsylvania, each engaged in the sale and distribution of baby chicks, have entered into stipulations in which they agree to cease and desist from representing that chicks sold by them are from U. S. Approved R. O. P. parent stock; or from the use of any other statement or expression which tends to convey the belief that the chicks are of U. S. R. O. P. stock, or that they or their parents are produced in U. S. Approved hatcheries; and in the case of R. H. Fechtel, that he participates in the National Poultry Improvement Plan. (3852-3853)

Prunol Company, 450 Houston Street, N. E., Atlanta, Georgia, selling and distributing a medicinal preparation designated "Prunol," has stipulated to cease representing that the laxative action of Prunol arises solely or principally from its prune concentrate and mineral oil content. He also agrees to cease disseminating any advertisement in which the brand name Prunol is used without disclosing in type of equal size and conspicuousness that the product contains phenolphthalein, or which advertisement fails to reveal that the product should not be used when abdominal pains or other symptoms of appendicitis are present; provided, however, that such advertisement need only contain the statement, "CAUTION: USE ONLY AS DIRECTED," when the directions for use appearing on either the label or in the labeling contains a caution or warning to the same effect. (03224)

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PROPOSED BY-LAW AMENDMENTS

Pursuant to the provisions of the By-Laws official notice is hereby given to all stations of the following proposed amendments to the By-Laws. These amendments will be submitted for action at the business session of the forthcoming Annual Meeting (NAB Executives War Conference) to be held in Chicago, August 28 to 30 inclusive.

Proposal 1. Amend Article IV to read as follows:

"ARTICLE IV

"DUES

"Section 1. Effective January 1, 1945, each active member shall pay dues on net receipts from the sale of time received during the previous calendar year. Net receipts from the sale of time are defined as billings based on gross rate for broadcasting service less time and advertising agency discounts, if any, and including net billings to the networks. No member shall be required to state its actual volume but to name annually to the Secretary-Treasurer on his call the class into which its volume falls. It is understood that each Active Member is honor bound not to name a smaller classification than that into which its volume actually falls.

"The annual dues shall be payable monthly in advance.

"For the purposes of determining dues, the stations shall be classified as to range of income as follows:

Class	Range of Income	
A	\$ 0	\$ 15,000
B	15,001	36,000
C	36,001	60,000
D	60,001	80,000
E	80,001	120,000
F	120,001	160,000
G	160,001	200,000
H	200,001	300,000
I	300,001	400,000
J	400,001	500,000
K	500,001	600,000
L	600,001	700,000
M	700,001	800,000
N	800,001	900,000
O	900,001	1,000,000
P	1,000,001	2,000,000
Q	2,000,001	4,000,000
R	4,000,001	6,000,000
S	6,000,001	8,000,000
T	8,000,001	10,000,000
U	10,000,001	12,000,000
V	12,000,001	16,000,000
W	16,000,001	20,000,000
X	Over 20,000,000	

"The Board of Directors shall determine each year the monthly dues applicable to each of the above classifications, and the schedule of dues so adopted shall be mailed to each member station at least 30 days prior to the beginning of the fiscal year to which the schedule is applicable.

"Section 1A. Effective January 1, 1942, active members whose stations are located in the territories or insular

possessions of the United States shall for the duration of the war pay dues upon the basis of fifty per cent of the dues provided in Section 1 of this Article.

"Section 2. The Board of Directors shall determine the dues for various classes of Associate Membership."

NOTE: The foregoing amendment is proposed by the unanimous vote of the Board of Directors. In discussing the suggestion the Board voiced the opinion that the amount of the dues attaching to each classification should not be "frozen" in the By-Laws. The Board feels that greater flexibility in looking after the financial affairs of the Association would be produced by the adoption of the amendment. Under the By-Laws the Board is given authority to authorize expenditures without any restrictions. They feel that similar authority should be given them with reference to the raising of revenue.

Proposal 2. That Article V, Section I (a) of the By-Laws be amended by adding thereto the following proviso:

Proposal 2: "That there be added to Article V, Section 1-A the following proviso:

"Provided the Board of Directors shall have power by a two-thirds vote of its members present at a duly called meeting or by a two-thirds vote by mail ballot to cancel any annual meeting if it is deemed such action is necessary or desirable in the public interest.

"In event of cancellation of the annual meeting the District Director members of the Board shall constitute a nominating committee for the purpose of nominating Directors-at-Large for the ensuing one year term, and the President shall be authorized to accept by mail in accordance with the provisions of Article VII, Section 4, nominations from the respective networks for Network Directors. Such nominations shall be presented to the membership in writing after which 15 days shall be allowed for filing additional nominations endorsed in a petition signed by any ten members of the Association in good standing. Within 30 days thereafter a complete list of all nominations shall be mailed, together with a secret ballot, to all members in good standing of the Association. All ballots shall be returnable to the Secretary-Treasurer. The President shall appoint an Elections Committee of not less than three, nor more than five members who shall, with the Secretary-Treasurer within 20 days after the mailing of such ballots canvass such ballots and announce the result of such election. Directors-at-Large and Network Directors thus elected shall serve for one year or until the next annual meeting."

NOTE: This amendment is recommended by the Board Sub-Committee on By-Law Revision. The purpose of the proposal is to meet the situation which would arise in event emergency conditions required the cancellation of the Annual Membership Meeting. As the By-Laws now read, no machinery is provided for the nomination and election of Directors-at-Large except by nomination from the floor at the Annual Membership Meeting and balloting at that

(Continued on page 232)

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*.

PROPOSED BY-LAW AMENDMENTS

(Continued from page 231)

same meeting. The proposed amendment would make it possible to hold a referendum vote if emergency conditions necessitated such procedure.

Proposal 3: Amend Article VII, Section 4 to read as follows:

"Section 4. NOMINATIONS OF DIRECTORS-AT-LARGE AND NETWORK DIRECTORS. Nominations for each of the six Directors-at-Large, as defined in Section 2, above, may be made, in the alternative, as follows: Each duly accredited representative of an Active Member in attendance at the annual membership meeting shall be provided at the time of registration with a nominating ballot and with a certified list of all persons eligible to be nominated as Director-at-Large in each of the respective classifications; each such representative shall be entitled to write in the space designated on said ballot the names of two persons from among the names appearing on the certified list in each classification. The representative shall then sign his name to such nominating ballot and deposit the same in a receptacle to be conveniently provided therefor. At the opening of the general sessions on the second and third days of said Annual Membership meeting the Secretary-Treasurer shall post on a bulletin board located in the room where the sessions are held a complete list of all nominations deposited during the previous day; Provided, that the Elections Committee, hereinafter provided for shall certify to the Secretary-Treasurer the eligibility of the persons nominated for election in the class for which they are nominated. At the business session of said membership meeting, which shall be held not earlier than the afternoon session of the second day thereof, additional nominations for Director-at-Large in any classification may be made from the floor. Nominations thus made shall be posted as nominated. During the morning session of the second day of the annual meeting, each of the said respective networks shall certify to the President its nominee or nominees for Network Director, as defined in Section 2, above, whereupon such nominees shall be deemed to have been placed in nomination, and shall be so reported to the members during that session."

NOTE: This amendment is likewise recommended by the Board Sub-Committee on By-Law Revision. Its purpose is to liberalize the method of nominating Directors-at-Large. Under the By-Laws as they now read nominations can be made only from the floor at the business session. The amendment would permit any member in good standing to file nominations during the convention prior to the holding of the business session. It likewise retains the right of nomination from the floor.

WAGE ORDER AFFECTS BROADCASTERS

The Wage and Hour Division of the Department of Labor recently issued a wage order which affects all broadcasters. Effective July 17, the order provides: "Wages at a rate of not less than forty cents per hour shall be paid under Section 6 of the Act by every employer to each of his employees who is engaged in commerce or in the production of goods for commerce in the Communications, Utilities, and Miscellaneous Transportation Industries, * * *." The order further provides that the employer "shall post and keep posted in a conspicuous place in each department of his establishment where such employees are working such notices of this order as shall be prescribed from time to time * * *." The scope of definitions, according to the order, covers all occupations which are necessary to the operation, including clerical, maintenance, and selling occupations. As previously stated, the order becomes effective July 17.

"DON'T CHANGE HORSES IN THE MIDDLE OF THE STREAM"

Chairman James Lawrence Fly of the FCC made public his reply to the protest by the copyright owners that their musical composition "Don't Change Horses in the Middle of the Stream" had been barred by the major networks on the ground that it possesses political significance. Chairman Fly's letter follows:

"I have received your telegram of June 30, 1944, in which you allege that your musical composition 'Don't Change Horses in the Middle of the Stream' has been barred by NBC, CBS, Mutual and the Blue Networks on the ground that it possesses political significance.

"Under the Communications Act of 1934, as amended, the Commission possesses no affirmative powers with respect to particular presentations over radio stations, except broadcasts by candidates for public office which fall within the scope of Section 315 of that Act. The matter of which you complain is not within the purview of Section 315. The Commission's power with respect to the programs of existing station licensees is limited to determining in the light of the station's entire operation whether the station has been operating in the public interest.

"The statutory duty to operate in the public interest includes the obligation to afford a well-rounded, and not one-sided presentation of controversial public issues. From the single incident which you recite it could not be concluded that the organizations involved are pursuing a one-sided and biased policy. The utmost which you contend is that the networks have made an erroneous and unwarranted judgment as to the character of the song.

"Your interest in calling this matter to our attention is appreciated."

PROGRAM MANAGERS START SERIES OF BULLETINS

Beginning with this issue of NAB REPORTS and scheduled at least monthly hereafter, the NAB Program Managers' Executive Committee presents a series of articles on the job of programming and being a program manager. Members of the Committee and others selected because of their ability and experience will analyze the entire radio programming picture.

These articles are to appear as "Special Program Manager's Bulletins" and will be numbered so that they may be collected and preserved in a special folder in station program departments. They will constitute an excellent program manager's handbook.

The first articles, presented this week as "Special Program Manager's Bulletin No. 1," are the "Foreword," by Harold Fair, Program Director of WHO, Committee Chairman, and "The Program Manager's Obligation to Man-

agement and Audience," by Irvin Abeloff, Program Service Manager of WRVA, Committee member.

Harold Fair, as Committee Chairman, invites the reaction of station managers and program managers to this series.

The project was authorized by the Committee early this year and articles have been in preparation since that time under the direction of Abeloff and George Sutherland, WFCI.

INCREASED PRODUCTION EXCLUDES RADIO

NAB investigated the situation following radio and press reports of early resumption of civilian goods production. Inquiry was limited to facts concerning turntables, transmitters and microphones. Findings follow:

1. New transmitters will be unavailable for domestic use at least until 1945.
2. New turntables, same.
3. New microphones are believed to be in sufficient supply so as to eliminate any "hardship." Supply will be used for replacement, not to increase the number of "mikes" in use.

PANEL 4 ALLOCATION MEETING

The second meeting of the Allocation Committee P4a was held on July 11 at the Hotel Statler in Washington. This Committee is the allocation group of Panel 4 on Standard Broadcasting.

Present at the meeting were the Chairman, A. D. Ring; Vice Chairman, Stuart L. Bailey; Secretary, Clyde M. Hunt. Approximately 35 committee members, alternates and observers from several governments attended the meeting. Howard S. Frazier, Panel 4 chairman, was also present.

The session opened shortly after 10:00 a. m. and adjourned at 6:00 p. m., with a brief recess for lunch. The following reports were recommended by the Committee for approval by the panel:

1. "Proposed Standards for Determining Areas and Populations Receiving Primary Service from Broadcast Stations," by George P. Adair.
2. "The Use of Ultra High Frequency Relays to Control Standard Broadcast Satellite Transmitters," by Grant R. Wrathall.
3. "Standards of Measurement in Connection with Proof of Performance Data on Directional Antennas to be Submitted to FCC," by Stuart L. Bailey.
4. "Operation of Compressor Amplifiers," by Italo A. Martino.
5. "Recommendation for a Flat Transmitter Audio Frequency Response Characteristic." (This proposal already adopted by the Panel 4 Transmitter and Receiver Committees.)

Other subjects discussed by the Committee were as follows: The Use of Inter-city Program Radio Relays, Blanketing Interference Standards, the Use of Frequencies from 200 to 400 KC and 3 to 17 MC for Rural Coverage, A Proposal for a Standard Frequency Control Station of Sufficient Power to Serve the North American Continent, Horizontal Power Increases for Standard Broadcast Stations of All Classes, and Methods of Establishing Interference Standards When such Interference Results from Two or More Stations.

Although no date was set for the next meeting, the committee is now endeavoring to complete work on all remaining agenda items. It is probable the next meeting will be held early in September.

SPEEDY ACTION FOLLOWS APPEAL TO STRIKERS OVER 5 PITTSBURGH STATIONS

EDITOR'S NOTE: *How broadcasting delivered in a Pittsburgh emergency and saved several thousand tons of invasion steel is told in the following story . . . all of which proves that "Radio Reaches People."*

On Thursday, June 14, at 8 o'clock PM, there occurred a flash one-day strike of about 60 men in three crews of the "C" soaking pits at the Pittsburgh Works of the Jones & Laughlin Steel Corporation. The "soaking pits" are the heating furnaces where steel ingots are heated to exact temperature for rolling (about 2400°F.) Since all steel to be rolled must pass through these furnaces the strike immediately resulted in slowing down other operations. If it had continued through a second day, the entire works might have been shut down, throwing 10,000 persons out of work and losing 6,000 tons a day of steel for the invasion.

After a Friday forenoon meeting of government conciliators and Navy officers with union local officials, it was believed that the sixty men in the 3 soaking pit crews might be induced to start back to work on the 4 PM turn, that day, and thus avert the disaster of closing an entire big steel works in this critical hour.

Some of the men could be reached by telephone or telegraph but the idea of turning to radio as the quickest method of getting word to the 60 men on strike occurred to Commissioner Charles R. Ward, United States Conciliation Service. Accordingly, he prepared the following brief spot announcement:

"A meeting is called by the Government officials for the Jones & Laughlin Steel Corporation "C" Pits crew at A.O.H. Hall, 2715 Sarah Street, at 2 o'clock this afternoon."

The Publicity Department of Jones & Laughlin, with less than an half-hour time-margin, before the noon news broadcasts, immediately got in touch with the station managers of KDKA, WJAS, WCAE, KQV, and WWSW. Sensing an opportunity to be of immediate practical service to the war effort, the 5 Pittsburgh radio stations each had the notice broadcast between noon and 1:30 p. m., in some instances, more than once.

Here are the interesting results. Of the 60 men the notice was intended for—60 individuals in a possible 1,000,000 listening audience—exactly 54 showed up. Each man stated he either heard or was told of the radio call. The strikers listened to Commissioner Ward, Lieutenant Charles Dunlop, USN, and their local officials and voted to go back to work.

The first crew was on the job at 4 o'clock, the regular hour for going to work. The soaking pits resumed their functions and the great steel works, 100% on war production, was saved from a complete shut down.

The officials of the Jones & Laughlin Steel Corporation credit radio with doing a remarkable and patriotic job of making it possible to end a work shut down that would have lost several thousands more tons of invasion steel. As it was about 1,000 tons of steel production were lost by the one-day walk out.

WHAS HAS FULL-TIME RELIGIOUS COORDINATOR

On the first of August C. E. Burns becomes the full-time Religious Coordinator of station WHAS, Louisville. His appointment by Manager W. Lee Coulson is in line with the station's determination to improve devotional programs on the air.

For the past two years WHAS has been endeavoring to better the quality of its daily devotional programs with

ministers of various denominations presiding. After this period of experimentation it was believed that greater progress would be made by finding the proper leader and putting him to work.

In Mr. Burns the station feels that the proper man has been found. For the past four years he has been President of Milligan College in East Tennessee. In addition to broad experience in religion and religious education Mr. Burns has had training and experience in teaching, in personnel and social science work.

Program will be fifteen minutes, Mondays through Fridays. Its aim will be to help listeners to be better men and women, to live happier lives. Program will be non-denominational in character and will stress church attendance at the church of the individual's choice.

PARENTS ACCLAIM NEW WMAZ PROGRAM

WMAZ, last year's duPont Award winner, has come forward with another public service series which is receiving highest praise from Macon parents and teachers. Program is called Juke Box Parade and runs for 45 minutes each afternoon at 4 o'clock.

Four boys and four girls of high school age, selected by city's Teen-Age Club director, participate each afternoon and, after invitation appearance, may return for any subsequent programs.

Tables are set up in studio and drinks and ice cream are "on the house." A juke box plays recordings called for by the boys and girls who dance to the music. During the program each reads a commercial announcement with \$1 awards to the best boy and best girl announcers. There's a jitterbug contest on Friday for a \$5 prize.

"Red" Cross produces the programs and plays accompaniment for Lew Kent and Walter Graham who alternate daily in singing one song, while other MC's that day's program. After the song any boy or girl may attempt same selection and for "adequate" performance receives \$5.

Parents are enthusiastic over station's attempt to keep teen-agers busy either in studio or home at a radio. Forty school teachers who observed a broadcast last Friday told station Manager Wilton Cobb "it is the finest thing WMAZ has ever done for Macon's young people."

NOTES FROM LISTENER ACTIVITY OFFICE

Dorothy Lewis will address the Westinghouse Radio Workshop at KYW on July 12th, speaking on the subject of "Listeners and Broadcasters, Partners in Progress." While in Philadelphia, she will confer with Ruth Chilton, President of the Association of Women Directors.

On Thursday, July 13th, there will be an organization meeting of the New York Radio Council at the Town Hall Club. At that time, broadcasters and representatives of organizations and educational institutions will discuss plans for council projects. Mrs. Harold V. Milligan, of the National Council of Women, temporary chairman, will preside.

Dean John E. Drewry of the University of Georgia, Mr. Edward Weeks, Editor of the *Atlantic Monthly*, Mrs. Elizabeth Ames of the George Foster Peabody Foundation, and Dorothy Lewis, NAB Coordinator of Listener Activity, will hold a planning meeting on next year's Peabody awards on Thursday, July 13th, in New York City.

On July 15th, there will be an "Inter-City Quiz" by two radio councils—Omaha and Des Moines. There will be studio audiences in each city and executives of each radio council will serve on the panels. Among those participating in Des Moines are Edward Barrett, Director of Radio

at Drake University, Forrest Spaulding of the Des Moines Public Library. Mr. Woody Woods of WHO arranged the broadcast.

An Intermountain Radio Conference is to be held at the University of Utah, Wednesday, July 19, under the joint auspices of the Summer Session and the Intermountain Radio Council. Organizations affiliated with the Intermountain Radio Council have been invited to send two representatives, preferably the President and the person designated as the Radio Chairman.

The program is as follows:

- 10:00 a.m.—Dr. Roald F. Campbell, Chairman
"The Role of Radio in Education"—Dean John T. Wahlquist
- 12:00 noon—Luncheon—Mrs. Charles L. Walker, Chairman
Talent Program by KDYL and KSL artists
- 2:00 p.m.—Ralph W. Hardy, Program Director, KSL
"Understanding Radio Production"
- 7:00 p.m.—Alvin G. Pack, Program Director, KDYL
Radio Demonstration and Clinic

Federal Communications Commission Docket

HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, July 17. It is subject to change.

Thursday, July 20

WSAP—Portsmouth Radio Corporation, Portsmouth, Virginia.—
C. P., 1240 kc., 250 watts, unlimited.

Federal Communications Commission Action

APPLICATIONS GRANTED

- WJJD—H. Leslie Atlass, Ralph L. Atlass & Ralph Louis Atlass (Transferors), Marshall Field (Transferee), WJJD, Inc. (Licensee), Chicago, Ill.—Granted consent to transfer control of WJJD, Inc., licensee of station WJJD, from H. Leslie Atlass, Ralph L. Atlass and Ralph Louis Atlass (Transferors) to Marshall Field, representing 7875 shares, or 52.5 per cent of the issued and outstanding common stock, and 259½ shares, or 28.8 per cent of the issued and outstanding preferred stock of the licensee for a consideration of \$696,000 for the shares, plus or minus an adjustment in price for any increase or decrease in net worth of the licensee between January 31, 1944 and the "Accounting date." (B4-TC-372).
- WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Granted modification of license to change main studio location to Chicago, so that station will be identified as a Chicago station in lieu of Gary, Ind. (Comr. Walker voting "No").
- George T. Morris, Wilmer D. Lanier and J. Newton Thompson, d/b as Dublin Broadcasting Co., Dublin, Ga.—Granted construction permit for a new station, pursuant to policy of January 26, 1944, to operate on 1340 kc., with power of 250 watts, unlimited time (B3-P-3586).
- Western Radio Corp., Pasco, Wash.—Granted construction permit for new station, pursuant to policy of January 26, 1944, to operate on 1340 kc., with power of 250 watts, unlimited time (B5-P-3587).

KGEK—Elmer G. Beehler, Sterling, Colo.—Granted modification of license to change hours of operation on Sunday in order to operate from 2:30 to 4:45 p. m. MST (B5-ML-1197).

Stanley G. Boynton, Detroit, Mich.—Granted extension of authority to transmit programs to CKLW, Windsor, Ontario, Canada (B2-MP-126).

WHBC—The Ohio Broadcasting Co., Canton, Ohio.—Granted construction permit to reinstate (B2-P-334 as modified by B2-MP-1740) which authorized change in frequency from 1230 to 1480 kc., changes in equipment, increase in power from 250 to 1 KW, and installation of DA for night use (B2-P-3649).

WLWL—Independent Merchants Broadcasting Co., Minneapolis, Minn.—Granted petition for continuance of hearing now set for July 12, to Sept. 12, 1944, in re application for construction permit (Docket 6582).

Gene L. Cagle, Fort Worth, Texas.—Granted motion to dismiss application for new station to operate on 1340 kc., 250 watts, unlimited time (Docket 6592).

WABI—Community Broadcasting Service, Bangor, Maine.—Deferred for consideration with petition to reconsider and grant, the motion to accept amendment to application (B1-MP-1673) for modification of construction permit.

WHDH—Matheson Radio Co., Inc., Boston, Mass.—Granted petition to intervene in the hearing on application of WGBG, Greensboro, N. C., for construction permit to operate on 850 kc. (Docket 6595).

WJZ—Blue Network Co., Inc.—Granted motion for continuance to Oct. 9, 1944, of hearing now set for July 10, in re application of KOB for modification of construction permit to operate on 770 kc. (Docket 6584), and for application for license to cover construction permit (Docket 6585).

Rochester Broadcasting Corp., Rochester, N. Y.—Granted petition to amend application for construction permit for new station, to make changes in stockholders and directors of applicant; application not removed from hearing docket (Docket 6606).

KOBH—Black Hills Broadcast Company of Rapid City, Rapid City, So. Dak.—Granted construction permit to change frequency from 1400 to 1380 kc., and increase power from 250 watts to 5 KW; install a new transmitter and directional antenna for nighttime use and change transmitter site (B4-P-3580).

WLLH—Merrimac Broadcasting Co., Inc., Lawrence, Mass.—Granted construction permit to increase power of synchronous amplifier from 100 watts to 250 watts, and make changes in transmitting equipment (B1-P-3603).

KRMD—Radio Station KRMD, Inc. (Assignor), T. B. Lanford, R. M. Dean, Mrs. T. B. Lanford, Sr., and Mrs. R. M. Dean, a partnership, d/b as Radio Station KRMD (Assignee), Shreveport, La.—Granted consent to assignment of license from Radio Station KRMD, Inc., to T. B. Lanford, Mrs. T. B. Lanford (his mother), R. M. Dean, and Mrs. R. M. Dean (his wife), a partnership, d/b as Radio Station KRMD. There is no monetary consideration involved, the purpose is to change licensee from a corporation to a partnership (B3-AL-413).

KINY—Edwin A. Kraft, Juneau, Alaska.—Granted reinstatement of construction permit (B-P-3089) as modified, which authorized increase in operating power from 1 to 5 KW, installation of new transmitter and changes in equipment (B-P-3622).

WSUN—City of St. Petersburg, Fla., St. Petersburg, Fla.—Granted renewal of license for the period ending May 1, 1946.

WBCA—Capitol Broadcasting Co., Inc., Schenectady, N. Y.—Granted renewal of FM broadcast station license for the period ending May 1, 1945.

WSAY—Brown Radio Service & Laboratory (Gordon P. Brown, Owner), Rochester, N. Y.—Granted modification of construction permit which authorized change in frequency, increase in power, etc., for 30-day extension of completion date, from Aug. 1, 1944.

WSPR—WSPR, Inc., Springfield, Mass.—Granted license (B1-L-1809) to cover construction permit which authorized increase in daytime power to 1 KW, and changes in equipment. Also granted authority to determine operating power by direct measurement (B1-Z-1601).

WEJL-WEJR—National Broadcasting Co., Inc., New York City.—Granted authority to operate relay broadcast stations WEJL and WEJR in conjunction with standard station WMAQ, Chicago (in lieu of standard station WEA, New

York), for a period ending no later than July 29, 1944 (B1-SRE-68 and B1-SRE-49).

DESIGNATED FOR HEARING

Myron E. Kluge, Earl E. Williams and C. Harvey Haas, a partnership, d/b as Valley Broadcasting Co., Pomona, Calif.—Designated for hearing application for construction permit for new station to operate on 1580 kc., 250 watts, unlimited time (B5-P-3610).

DOCKET CASE ACTION

The Commission announces its Proposed Report (P-32) recommending denial of the applications of W. D. Haden Company for renewal of the ship station license for radio station WOAF located on board Haden Barge No. 45, and of Parker Brothers and Company, Inc., for renewal of the ship station license for radio station WDUG located on board Barge No. 20. The denial was proposed on the finding that stations WOAF and WDUG have been operated in violation of the terms of their licenses (Section 8.27 of rules) and in violation of Sections 8.35(a) and 8.109 of the rules, and that a showing that the applicants intend to discontinue such improper operation has not been made.

Ship service, as defined in the Commission's rules, was not intended for the purposes for which the applicants have used Stations WDUG and WOAF. The Commission believes, however, that communication service other than that presently available in the Houston-Galveston area is needed. In order that the communication services needed by these applicants may be made available, the Commission will consider applications for construction permits of one or more provisional stations to be operated by the applicants in such manner as will provide the communication service needed by the applicants, and will continue the existing licenses of stations WOAF and WDUG on a temporary basis for a period not to exceed 60 days from the date of adoption of a final report and order. In this connection the Commission's Proposed Report states:

"It must be understood that the Commission is not condoning the violation of its rules and regulations by the applicants, and that in denying the renewal applications for the renewal of the ship station licenses, without prejudice to the filing of applications for provisional stations, the Commission is acting only for the purpose of permitting the applicants to provide themselves with communication service apparently needed for the furtherance of the war effort."

The Commission announced adoption of Proposed Findings of Fact and Conclusions (B-199), proposing to deny application of Joe L. Smith, Jr., licensee of station WJLS, Beckley, West Virginia, for construction permit to make changes in equipment for operation of a local station on the regional frequency of 560 kilocycles with 100 watts power at night, 250 watts day, unlimited time. (Station now operates on 1240 kilocycles with 250 watts, unlimited time.)

The Commission concludes that the granting of a permit as applied for to change the frequency assignment of station WJLS from a local to a regional frequency and operate as proposed, would not be conducive of efficient use of the regional frequency and would run counter to sound allocation principles, and "would extend the daytime service area of the station to include an area of 1390 square miles with an estimated population of 110,741; however, there would be loss in service to a population of approximately 17,000 persons in an area of 63 square miles from WCHS, one of only two stations from which primary service is available in the area, and the nighttime service of WJLS would be subject to excessive interference. The population residing between the normally protected contour and the contour actually protected would be 108% as great as the population included within the interference free service area or 10.3 times greater than the allowable maximum contemplated under the Commission's Rules and Regulations (Sec. 3.29) and Standards of Good Engineering Practice (pp. 3, 4)."

LICENSE RENEWALS

The Blue Network Co., Inc., Washington, D. C., was granted renewal of relay broadcast station licenses for the period ending May 1, 1946, for the following stations: WJNL, WJNM, WJNQ, WJNW, WJNX, WJNZ, WJOD, WJOG, WJOQ.

The Blue Network Co., Inc., San Francisco, was granted renewal of relay broadcast station licenses for the following stations:

KFEZ, KFFB, KFFH, KFFS, KFFV, KFFW, KFFY, KFGG, KFGK, KFGM, KFGP, KFGY, KFGU, KFFQ, KFGL, for the period ending November 1, 1946.

The Blue Network Co., Inc., was granted renewal of relay broadcast station licenses for the period ending November 1, 1946, for the following Chicago stations: WBUL, WBUS, WJMD, WJMF, WJMK, WDAT, WJML, WJNH, WJNI, WJNK;

For the following New York stations: WJLM, WJLO, WJLP, WJLQ, WJLT, WJLX, WJLY, WJLZ, WJMP, WJMT, WJNE (WJMU, Port Washington, N. Y.).

The National Broadcasting Co., Inc., was granted renewal of relay broadcast station licenses for the period ending May 1, 1947, for the following Washington, D. C. stations: WEJD, WEJE, WEJS, WEJT, WNBU, WNER, WNCU, WNTJ, WEJC.

The National Broadcasting Co., Inc., was granted renewal of relay broadcast station licenses for the period ending November 1, 1946, for the following San Francisco stations: KEJA, KEJB, KEJC, KEJG, KEJH, KEJI, KNBG, KSFM, KEJK, KEJL, KEJP, KFFJ, KFFK, KFFP, KHCM;

For the following New York Stations: WEJI, WEJA, WEJJ, WEJL, WEJN, WEJR, WEJU, WEJW, WIEW, WMEF, WNBV, WNBW, and WAOB, Port Washington, N. Y.

For the following Chicago stations: WEJM, WEJV, WIEX, WMFS, WNBE, WNEP, WNKF, WEJH, WEJX.

MISCELLANEOUS

Designated for hearing on August 15, 1944, at an hour and place to be designated, the petition of the UAW-CIO, Columbus, Ohio, directed against the Commission's grant without hearing on May 16, 1944, of the application of United Broadcasting Company (WHKC), Columbus, Ohio, for renewal of license; and directed that pursuant to provisions of Sec. 308(b) and 312(a) of the Communications Act the United Broadcasting Co. (WHKC) shall file with the Commission on or before the 5th day of August a statement of fact concerning the operation of its station WHKC, with particular reference to the allegations of the UAW-CIO petition, and as to whether or not the station has been operated in the public interest.

The UAW-CIO petition alleges that Station WHKC is throttling free speech and is, therefore, not operating in the public interest in that (a) the station has a policy not to permit the sale of time for programs which solicit memberships, discuss controversial subjects, race, religion and politics; (b) the station does not apply this practice uniformly, but on the contrary applies that policy "strictly to those with whom the management of Station WHKC disagrees, including petitioners, and loosely or not at all with respect to others"; (c) the station unfairly censored scripts submitted by petitioners.

In re application of Arde Bulova and Harry D. Henshel, New York, New York (For consent to transfer control of Wodaam Corporation, licensee of Radio Station WOV, New York City, to Murray Mester and Meyer Mester, New York, N. Y.). Adopted an order granting petition for rehearing filed by Richard E. O'Dea; reversed the Order of the Motions Commissioner of June 28, 1944, denying the petition of Richard E. O'Dea to intervene in the hearing on the application for transfer of control of Wodaam Corp.; and permitted the petitioner, Richard E. O'Dea, to intervene in said hearing (Docket No. 6598).

The Commission adopted an order designating for hearing the application for license of Texas Star Broadcasting Company (KTHT), Houston, Texas, before the Commission on July 10, 1944, or at such later date as may be fixed upon request of applicant, upon the following issues: (1) To determine the truthfulness and accuracy of representations made by or in behalf of the applicant in the application (B3-P-3006) for construction permit, in the course of the hearings on the application, and in communications and documents addressed to the Commission; and (2) To determine the qualifications of the applicant to operate the broadcast station for which a license is requested in the public interest. The Commission further ordered that the request for authority to begin program tests be deferred, for consideration at the conclusion of the hearing or on July 18, 1944, whichever is earlier, and also ordered that Scripps-Howard Radio, Inc. and Greater Houston Broadcasting Company, Inc., be given notice of this proceeding and the opportunity to present evidence on the above issues.

At the same time, the Commission adopted Orders (1) denying a petition filed by the Greater Houston Broadcasting Company, Inc., to intervene and for rehearing and other relief; and (2) denying petition for rehearing filed by Scripps-Howard Radio, Inc.,

and for reinstatement of its application for construction permit (B3-P-2926) and for other relief.

WEHS—WHFC, Inc., Chicago, Ill.—Granted request for extension of time to comply with procedural conditions attached to grant of construction permit for erection of a new FM station.

The following applications for C.P.'s for FM broadcast stations were placed in the pending file in accordance with Commission policy of Feb. 23, 1943:

The Birmingham News Co., Birmingham, Ala.; The Blue Network Co., Inc., Los Angeles; Central Ohio Broadcasting Co., Columbus, Ohio; Cornell University, Ithaca, N. Y.; Florida Broadcasting Co., Jacksonville, Fla.; Owensboro Broadcasting Co., Inc., Owensboro, Ky.; St. Lawrence Broadcasting Corp., Ogdensburg, N. Y.

Westchester Broadcasting Corp., White Plains, N. Y.—Placed in the pending file in accordance with Commission policy of Feb. 23, 1943, the application for new commercial television station.

APPLICATIONS FILED AT FCC

790 Kilocycles

KECA—Earle C. Anthony, Inc., Los Angeles, Calif.—Voluntary assignment of license to Blue Network Company, Inc.

820 Kilocycles

WAIT—Gene T. Dyer, Evelyn M. Ringwald, Elizabeth M. Hinzman, Adele Moulds, Vivian Christoph and Wm. F. Moss, a partnership, d/b as Radio Station WAIT, Chicago, Ill.—Voluntary assignment of license to Gene T. Dyer, Evelyn M. Dyer, Gene T. Dyer, Jr., Adele Moulds, Louis E. Moulds and Grace V. McNeill, d/b as Radio Station WAIT.

920 Kilocycles

WGST—Georgia School of Technology, Atlanta, Georgia.—License to cover Construction Permit (B3-P-3611) for changes in transmitting equipment and increase the maximum rated carrier power of auxiliary transmitter.

1100 Kilocycles

KJBS—Julius Brunton & Sons Co., San Francisco, Calif.—Voluntary assignment of license to KJBS Broadcasters, a partnership consisting of William B. Dolph, Hope D. Pettey, Elizabeth N. Bingham, D. Worth Clark, Helen S. Mark, Glenna G. Dolph, Edwin P. Franklin and Alice H. Lewis.

1230 Kilocycles

KTHT—Texas Star Broadcasting Co., Houston, Texas.—License to cover Construction Permit (B3-P-3006) which authorized construction of a new Standard Broadcast Station.

KTHT—Texas Star Broadcasting Co., Houston, Texas.—Authority to determine operating power by direct measurement of antenna power.

1240 Kilocycles

NEW—J. W. Birdwell, Nashville, Tenn.—Construction Permit for a new Standard Broadcast Station to be operated on 1240 kilocycles, power of 250 watts and unlimited hours of operation.

1250 Kilocycles

WSAU—Northern Broadcasting Co., Inc., Wausau, Wisc.—Construction Permit to change frequency from 1400 kc. to 1250 kc., increase power from 250 watts to 5 KW, install new transmitter, directional antenna for night use and move transmitter.

1310 Kilocycles

WCAP—Radio Industries Broadcast Co., Asbury Park, N. J.—Transfer of control of licensee corporation from Georgia A. Burley to Charms Company—21 shares—55.3%.

1340 Kilocycles

WLAK—Lake Region Broadcasting Co., Lakeland, Fla.—Voluntary assignment of license to S. O. Ward, tr/as Radio Station WLAK.

- WAIR—C. G. Hill, George D. Walker, and Susan H. Walker, Winston-Salem, N. Car.—Modification of License to change name of licensee to C. G. Hill and George D. Walker d/b as WAIR Broadcasting Company.
- WENT—Sacandaga Broadcasting Corp., Gloversville, N. Y.—Authority to determine operating power by direct measurement of antenna power.
- WENT—Sacandaga Broadcasting Corp., Gloversville, N. Y.—License to cover construction permit (B1-P-3404) which authorized construction of new standard broadcast station.

1360 Kilocycles

- WSAI—The Crosley Corporation, Cincinnati, Ohio.—Voluntary assignment of license to Marshall Field.

1390 Kilocycles

- WGES—Gene T. Dyer, Vivian I. Christoph, Gene T. Dyer, Jr., F. A. Ringwald, Louis E. Moulds, Grace V. McNeill, Wm. F. Moss, d/b as Radio Station WGES, Chicago, Ill.—Voluntary Assignment of license to John A. Dyer, Vivian I. Christoph, Elizabeth M. Hinzman, F. A. Ringwald and Wm. F. Moss, d/b as Radio Station WGES.

1450 Kilocycles

- KDNT—Harwell V. Shepard, Denton, Texas—Authority to determine operating power by direct measurement of antenna power.
- NEW—Joseph H. McGillvra, Agnes I. McGillvra and Adam J. Young, Jr., d/b as Binghamton Broadcasting Co., Binghamton, New York—Construction Permit for a new Standard Broadcast Station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation.
- WKLA—Karl L. Ashbacker and Grant F. Ashbacker d/b as Ludington Broadcasting Co., Ludington, Mich.—Modification of Construction Permit (B2-P-3406 for a new Standard Broadcast Station) for change in type of transmitter and extension of commencement and completion dates.

1480 Kilocycles

- WHBC—The Ohio Broadcasting Co., Canton, Ohio.—Construction Permit for reinstatement of B2-P-3334 as modified which authorized change in frequency from 1230 kc. to 1480 kc., increase power from 250 watts to 1 KW, changes in equipment and installation of directional antenna for night use.

1490 Kilocycles

- WMRN—The Marion Broadcasting Co., Marion, Ohio.—Transfer of control of licensee corporation from Howard F. Guthery and Florence Guthery to R. T. Mason—101 shares common stock, 50½%.
- NEW—Inter-City Advertising Co., Columbia, S. Car.—Construction Permit for a new Standard Broadcast Station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation.

1560 Kilocycles

- NEW—Fred Weber, E. A. Stephens, and William H. Talbot, d/b as Texas Broadcasters, Houston, Texas.—Construction Permit for a new Standard Broadcast Station to be operated on 1560 kc., power of 1 kilowatt and unlimited hours of operation.

FM APPLICATIONS

- NEW—Leonard A. Versluis, Grand Rapids, Mich.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 46100 kc., with coverage of 6,460 square miles.
- NEW—Banks of the Wabash, Inc., Terre Haute, Ind.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 48700 kc., with coverage of 7,442 square miles.
- NEW—Hearst Radio, Inc., Baltimore, Maryland.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 43700 kc., with coverage of 8,857.6 square miles.
- NEW—The Crosley Corporation, Dayton, Ohio.—Construction Permit for a new High Frequency (FM) Broadcast Station

to be operated on 46100 kc., with coverage of 8,000 square miles.

- NEW—The Philadelphia Inquirer, a Division of Triangle Publications, Inc., Philadelphia, Penna.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 48100 kc., with coverage of 15,500 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, AMENDED to change requested frequency to 45900 kc.

TELEVISION APPLICATION

- NEW—The WGAR Broadcasting Co., Cleveland, Ohio.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #3, 66000-72000 kc.

MISCELLANEOUS APPLICATIONS

- W2XCB—Columbia Broadcasting System, Inc., Arca of New York, N. Y.—License to cover construction permit (B1-PVB-46 as modified) for a new experimental television relay broadcast station.
- WNRE—National Broadcasting Co., Inc., Bound Brook, N. J.—Modification of construction permit (B1-PIB-45 as modified) which authorized construction of a new international broadcast station for extension of completion date from 8-7-44 to 11-7-44.
- NEW—Mutual Broadcasting System, Inc., Chicago, Ill.—Extension of authority to transmit programs to Station CKLW, stations owned and operated by the Canadian Broadcasting Corp., and stations licensed by the Canadian Minister of Transport for the period beginning 9-1-44.
- NEW—WBNS, Inc., Area of Columbus, Ohio.—License for a new Special Relay Broadcast Station using the equipment licensed to WRBC to be operated on 31220, 35620, 37020 and 39260 kc., power of 10 watts and A3 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 orders shall not be issued against it.

Ovelmo Co. and J. C. Hutzell, its president, 1404 West Main St., Fort Wayne, Ind., selling and distributing medicinal preparations described as "Ovelmo Treatment," including preparations designated "Ovelmo Cream," "Ovelmo Germicidal Soap," "Ovelmo Tonic Tablets," "Ovelmo Antacid Laxative Tablets," and "Ovelmo Eliminate Tablets," are named as respondents in a complaint charging them with false advertising and misrepresentation. (5186)

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:

Alameda County Nursery, 2332 Telegraph Ave., Oakland, Calif., selling and distributing seeds and plants, have stipulated

to cease use of the phrases "amazing new strawberries," "amazing new vegetables," "amazing new seeds," "amazing strawberry plants," "brand-new type" or other phrases of like connotation as descriptive of any plants or seeds that are not, in fact, new or amazing; representing that Roland Reed has spent "more than twenty years" or any period of time in developing the strawberry plants distributed by them; use of any representation tending to convey the belief that their strawberry plants may be depended upon to produce satisfactory fruit when grown in the home; or representing that the price charged for their products is a special or introductory price. They further agree to cease representing that the plants or seeds purchased from them require no care, cultivation, plant food or fertilization, or that the seeds or plants offered for sale by them cannot be purchased from stores; and to discontinue use of the statement "Tuberchokes . . . 10 for \$1.00." until they actually supply the number of complete tubers indicated when filling orders for them. (3863)

Chrisalty Laboratories, 49 Dickerson St., Newark, N. J., selling and distributing a medicinal preparation designated "B's," represented as having a beneficial therapeutic effect in the treatment of fatigue and nervousness, and Chambers & Wiswell, Inc., 38 Newbury St., Boston, Mass., an advertising agency disseminating advertisements for Chrisalty Laboratories, have stipulated with the Federal Trade Commission to cease representing that the preparation will have a beneficial therapeutic effect in the treatment of fatigue, nervous irritation, nervousness, nervous fatigue, nervous exhaustion, jittery nerves, lack of pep, loss of appetite or lack of energy; will prevent nervous conditions without confining such representations to those conditions which would be caused by a deficiency of vitamin B₁; or representing through the use of the brand name "B's" that the preparation contains that factor of the Vitamin B Complex which has been designated Vitamin B₁ and that the preparation contains four of the factors which are known to make up the Vitamin B Complex. (03227)

Feldbaum Fur Corp., 134 West 29th St., New York City, manufacturing and distributing fur garments, has stipulated to cease and desist in its trade publicity, invoices or labeling, from use of the word "Lapin" to designate or refer to products made from rabbit peltries unless compounded with the common English name of the fur, for example, "Lapin—Dyed Rabbit." (3868)

Jandel Furs, 1412 F St., N. W., Washington, D. C., selling and distributing furs and fur garments, have stipulated to cease and desist from the use of the term "Leopard Cat" or other words denoting leopard to describe furs or fur garments made from peltries of South American spotted cats or of any animals or species other than the true leopard (*felis pardus*); from use of the word "Mouton" to describe furs made from lamb peltries, unless compounded with the common English name of the fur, as for example, "Mouton—Dyed Lamb"; from the use of the word "Lapin" to refer to products made from rabbit peltries unless compounded with the common English name of the fur, as for example, "Lapin—Dyed Rabbit"; and from use of the word "Caracul" either with or without the word "Kid" to describe products made from goat peltries or from any peltries other than those authoritatively recognized as caracul. (3866)

Lapp Laboratories, Inc., Nevada, Iowa, and H. Earl DeLapp, trading as DeLapp & Company, Waseca, Minn., selling and distributing livestock and poultry feed products designated "Mo-Lactas," "Poultry Blockett" and "Flavex," have stipulated to cease representing that "Mo-Lactas" is a distiller's molasses

soluble in concentrate form, contains approximately 30 per cent of organic water soluble mineral, or contains any "organic minerals"; that one part of Mo-Lactas is equal to three or four parts of ordinary black strap or sorghum, is used efficaciously to replace either bulk molasses or dried buttermilk, or that pound for pound it can replace bulk molasses as a source of carbohydrates or dried buttermilk as a source of protein; that it aids in preventing mycosis or coccidiosis; that by its use it is possible to increase hatchability or that it has any value for such purposes; that "Poultry Blockett," when given to properly fed chickens, is excellent or even effective as a worm prevention, builds up disease resistance or stimulates growth and egg production; that "Flavex" is an ideal or a competent substitute for dried buttermilk, or that it offers nutritive ingredients in excess of those found in buttermilk, or, where added to a properly balanced diet, stimulates feather growth or improves hatches. (3864)

Marshall-Wells Co., Duluth, Minn., selling and distributing hardware and building materials, including an asphalt composition roofing material bearing the brand or label "Trinidad Mica Coated Smooth Surfaced Roofing," has entered into a stipulation in which it agrees to cease and desist from use of the word "Trinidad" on brands, labels or designations of such products, the asphaltic content of which is not from the Island of Trinidad, British West Indies, or in any other way representing that Trinidad asphalt is included in their composition. (3865)

Miller & Weisman, 333 Seventh Ave., New York, manufacturing and distributing fur garments, have stipulated to cease and desist in their trade publicity, invoices or labeling, from the use of the term "Leopard Cat," or other words denoting leopard, to describe furs or fur garments made from peltries of South American spotted cats or of any animals or species other than the true leopard (*felis pardus*). (3867)

Nathan Breeding Farms, Cuddebackville, N. Y., conducting a poultry breeding farm for production of baby chicks, has stipulated to cease and desist from use of the term "pullorum clean," or any similar term or representation tending to convey the belief that the flocks producing his chicks have been tested for pullorum disease and certified by an official State agency having responsibility under the National Poultry Improvement Plan for the accuracy of such testing. (3870)

Roselawn Poultry Farm, R.F.D. 10, Dayton, Ohio, selling chicks, eggs for hatching, pullets and cockerels, have stipulated to cease representing that their hens were first in official egg-laying production, when the records made by them in official contests were not better than those of all other entries; that their hens were first in official livability, when in official contests they did not have a lower mortality record than all other entries; or that the respondents' hens attained any record for egg-laying or livability in any class in any contest, when such class was not officially established by the organization sponsoring the contest. (03226)

Staley Milling Co., 1717 Armour Road, Kansas City, Mo., selling and distributing a dry dog food designated "Staley Dog Food," and Potts-Turnbull Co., 912 Baltimore St., Kansas City, Mo., an advertising agency disseminating advertisements for the Staley Milling Co., have stipulated to cease and desist from using the term "meat," or any other term of similar import, to describe meat meal or any product which is not meat. (03225)

QUESTIONNAIRE SENT TO ALL STATIONS ABOUT WAC RECRUITMENT ADVERTISING

In a continuing effort to obtain a fair share of the WAC recruitment advertising budget for radio stations, Lewis H. Avery, NAB Director of Broadcast Advertising, wrote the following letter on July 19:

To All Radio Station Representatives

"The attached letter and questionnaire will be mailed tomorrow, July 20, to every radio station in the United States. It is intended:

- "1. To determine whether or not radio stations will accept *paid* WAC recruitment advertising, and
- "2. To establish whether or not desirable availabilities exist for such advertising if it were to be placed.

"As the enclosed letter points out: 'To expedite the presentation on behalf of the broadcasting industry, and to consolidate the program suggestions and time availabilities through one source for the convenience of the advertising agency, NAB has agreed to handle *preliminary* information.'

"The letter adds: '*If you have a national representative, please send that organization copies of all correspondence with NAB on this subject.*' In other words, NAB does not seek to replace or supersede the functions of radio station representatives or advertising agencies in obtaining information from radio stations on business of this type.

"Your co-operation in helping us to obtain early replies from the stations you represent will be greatly appreciated. Will you please write your stations and urge them to return the questionnaire as promptly as possible?"

The letter mentioned in the communication to radio station representatives was mailed on July 20:

To All Radio Stations

"Having learned that the War Department had appropriated \$5,000,000 for WAC recruitment advertising during the current fiscal year, NAB made presentations to both the War Department and Young & Rubicam, Inc., seeking to have a proper share of these funds spent for broadcast advertising. NAB based this approach on two facts:

- "1. Approximately \$500,000 was spent for WAC recruitment advertising during the 1942-1943 fiscal year and approximately \$1,500,000 during the 1943-1944 fiscal year—all of it in newspapers.
- "2. The NAB Board of Directors, at its meeting on June 3, 1943, 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. . . .'

"Negotiations have reached a point where NAB needs some definite answers from the broadcasting industry.

"Would you or wouldn't you accept paid advertising to promote WAC recruitment? That's the first and major question on which NAB needs your definite answer.

"It is neither academic nor a moot question. That's why we want a practical, realistic answer—one by which you would be willing to abide—**IF WAC ADVERTISING SHOULD BE PLACED OVER THE RADIO.**

"Let's get on with the facts. The Army urgently needs Wacs—lots of them. What's more, those now in service have established an enviable record of achievement and accomplishment. Any woman between the ages of 20 and 50, who has no children under 14 years of age, is probably eligible to join. Those between 20 and 35 are particularly sought.

"The campaign for the coming fiscal year (which began July 1, 1944) will be based on the record of the Women's Army Corps. Various suggestions have been advanced for the presentation of the story as a half-hour program once per week; as three or five quarter-hour programs per week; as dramatized announcements or as station breaks. For which type of service could you clear the best availabilities to reach women between 20 and 35 in particular?

"To expedite the presentation on behalf of the broadcasting industry, and to consolidate the program suggestions and time availabilities through one source for the convenience of the advertising agency, NAB has agreed to handle *preliminary* information. In so doing, NAB does not seek to supplant radio station representatives, many of whom are valued associate members of NAB.

"Nor is NAB interested in any sales commission or other remuneration for such work as the staff members may do. It seeks only to have radio receive its fair share of the advertising budget for this government program of war information.

"You will be expected to quote your national rate, grant the advertising agency the usual 15% commission and pay your national representative in accordance with whatever contract you may have with them.

"*If you have a national representative, please send that organization copies of all correspondence with NAB on this subject.*

"Keeping in mind the theme of the present campaign and the age limits of the prospects for service in the WAC, what availabilities would you recommend?

"PLEASE FILL OUT THE ENCLOSED FORM AS COMPLETELY AND FULLY AS YOU CAN.

"In so doing, keep in mind the fact that any radio advertising in connection with WAC recruitment would not begin before October 1.

"PLEASE RETURN THE ENCLOSED FORM AS PROMPTLY AS POSSIBLE SO THAT WE MAY PROPERLY REPRESENT THE INDUSTRY IN FUTURE NEGOTIATIONS."



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*.

TEXT OF QUESTIONNAIRE

WOULD YOU ACCEPT PAID WAC RECRUITMENT ADVERTISING OVER YOUR STATION? (Check)

YES

NO

WHAT TYPE OF PROGRAM SERVICE WOULD DO THE BEST JOB OVER YOUR STATION?

(If you check more than one, number in order of preference)

Half Hour Once Per Week

Quarter Hour Three Times Per Week

Five Times Per Week

Dramatized Announcements

Station Breaks

WHAT ARE THE BEST AVAILABILITIES YOU CAN OFFER FOR AN OCTOBER 1 START?

HALF-HOUR PROGRAM:

Day Time Preceding Program Following Program Rate

QUARTER-HOUR PROGRAMS:

Day Time Preceding Program Following Program Rate

DRAMATIZED (ONE-MINUTE ANNOUNCEMENTS):

Day Time Preceding Program Following Program Rate

STATION BREAKS:

Day Time Preceding Program Following Program Rate

FLY REPLIES TO COMPLAINT vs. WMCA

FCC Chairman James Lawrence Fly yesterday (20) released his letter of reply to a telegram sent him by Edward McCaffrey and three past Commanders of the Catholic War Veterans. The senders of the telegram complained of the action taken by radio station WMCA in deleting from a talk given over its facilities certain portions which the station asserted " * * * contained aspersions on our Allies and other material calculated to spread disunity at home." Chairman Fly's letter follows:

"This will acknowledge your telegram of July 15, 1944, in which you urge the Commission to hold public hearings concerning the censoring by station WMCA of part of the text of a speech which Senator Frederick Coudert of New York proposed to deliver on Friday, July 7, 1944.

"The Commission has no rule or policy which would require the broadcasters to accept or reject the type of material mentioned by you in any particular program. The authority of the Commission in this general regard is

limited to an overall review of the conduct of the station in terms of its long-range operation in the public interest. It is possible that you feel the station to have been operated generally in a manner contrary to the public interest. If this be true, the Commission would suggest that you file a petition asking for this type of review.

"It is assumed that in that petition you will review the incident in question and that you will set forth as specifically as may be the facts which indicate to you that there has been a general run of anti-Catholic remarks over this station, and no one has been given the opportunity to answer these critical remarks. It would be well that you inform the Commission of the programs and dates to which you refer and point out the instances to which the station denied the time to reply or to give opportunity whatever."

FCC-NAB COOPERATE IN SURVEY

The FCC released its third report on its manpower survey listing the names of 600 holders of first and second-class radiotelephone licenses who have indicated their availability for employment in the communications industry. The survey, which was started last summer, has been intensified in recent months in response to reports from the industry of an increasing scarcity of radio operators and technicians.

The third list, shows in addition to the names and addresses of the license-holders, their present draft status, the nature of their present employment, the class of license held and whether they state their availability for full or part-time employment. To facilitate the use of the list, the names of license holders are grouped according to State of residence and the States are grouped according to Census regions.

The lists are made available to the War Manpower Commission and to the communications industry. In the preparation of the new list, the National Association of Broadcasters has cooperated by furnishing clerical assistance in addressing the post card questionnaires. The Commission is also advised that the NAB is obtaining from the persons on the list supplemental data which are available on request.

All persons using the list are cautioned that the Commission does not certify as to the experience or availability of any person listed, but merely sets forth the information as received. Users of the list are also advised to consider the applicable orders and regulations of the War Manpower Commission and the National War Labor Board.

NAB SURVEYS BROADCASTERS USE OF HIGH FREQUENCY SUPPLEMENTARY SERVICES

Under date of July 19, Howard S. Frazier, NAB Director of Engineering who is also chairman of Panel 4 on Standard Broadcasting of RTPB, forwarded the following letter to the licensees of all domestic broadcast stations, including FM and television.

"The Radio Technical Planning Board is now working on recommendations for post war frequency allocations. It appears that the requests of the various services, such as police, fire, railroad, public utility, aviation, broadcast, etc., will far exceed the spectrum space available for non-government communications.

"Broadcasters (standard, FM, and television) are now assigned certain frequencies outside the regular broadcast bands for relay, studio transmitter link, experimental, emergency use, etc. In order to estimate the present and future needs for these supplementary frequencies, information is urgently needed.

"Please list on the enclosed form your present and proposed use of supplementary frequencies and return immediately to NAB. No disclosure will be made of individual information submitted.

"We cannot urge too strongly that this matter be given your prompt and careful attention in order that overall industry requirements can be tabulated."

The information outlining the present and proposed use of the supplementary frequencies by broadcasters will be tabulated by NAB and made available to the various RTPB panels dealing with allocation problems.

INCREASED TUBE PRODUCTION IS UNDER WAY

Actual production of radio tubes for civilian home radio sets at a sharply increased rate is under way in the nation's tube plants.

Arthur Stringer, NAB director of circulation, estimates that at least 100 per cent and possibly 200 per cent more civilian radio tubes will be delivered in the last half of 1944 than in the first half.

Between 35 and 40 per cent of the increased production is expected to be shipped in July, August and September.

BE SURE TO REPLY TO THE RADIO NEWSROOM MANPOWER SURVEY

Radio Journalism Courses Involved

Calculation of the needs of radio news rooms for students trained in radio journalism is being undertaken by the American Association of Schools and Departments of Journalism, with the assistance of the National Association of Broadcasters.

This week a radio newsroom manpower survey, prepared by AASDJ, was mailed from NAB headquarters. Replies are to go to Professor Richard W. Beckman, Journalism Department, Iowa State College, Ames, Iowa. The questionnaire is in streamlined wartime form, being only a return post card containing six pertinent inquiries, answerable in brief space. Beckman will compute the returns for his Association, working in cooperation with the NAB Radio News Committee, whose Chairman is Karl Koerper, Vice-President and Managing Director of KMBC, Kansas City. Information procured will have a significant bearing on the number and type of courses in radio journalism recommended to the schools and colleges of America.

Beckman's note to station managers and his six post card questions follow:

"American teachers of Journalism want to help you solve the manpower problems in your newsroom. To do so, we need to have the answers to several questions—how many news processors you employ, how many you expect to employ, how many are women and so on. Only with this information in hand can we turn out young men and women qualified to meet your necessarily exacting demands.

"The questionnaire on the attached card is short and sweet. Filling it out will take only a few minutes. We should be grateful if you would detach the card, fill in the answers and drop it in the mail as soon as possible. We believe it will help both you and us."

1. How many persons does your newsroom employ to write and/or edit news for broadcast (in terms of full-time employees)?
2. How many of these persons actually broadcast news?
3. Would you employ qualified women for news editing and/or writing?
4. Would you employ qualified women for news broadcasting?
5. How many new employees are you likely to need in the next year for news writing and editing only?
6. How many new employees for news writing and editing plus broadcasting?

FM EDUCATIONAL BROADCASTING

The FCC has received information from the U. S. Office of Education concerning proposed state-wide plans for the allocation of the five frequencies reserved for non-commercial educational FM broadcasting stations. It appears that such plans, if carefully prepared with a view to fair treatment of public and private educational institutions, both urban and rural, at the primary, secondary, higher, and adult education levels alike, may provide a sound means for securing the maximum possible utilization of educational frequencies. Accordingly, while the Commission must dispose of each application on its merits, it will give careful consideration in connection with educational applications to any state-wide plan filed with it.

The Commission's rules define a "non-commercial educational broadcasting station" to mean "a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public."

PIONEERS EDUCATION BY RADIO IN N. C.

A program of cooperation between FM station WMIT and the high schools of Winston-Salem is expected to blaze new educational trails in North Carolina beginning this autumn.

A group of city educators will work with Harold Essex, managing director WSJS-WMIT, and the station staff. As now conceived the program is to include both dramatic and musical presentations and news broadcasts especially adapted for school listening.

WMIT is an NAB member station as is WSJS.

WMAZ CANCELS SPONSORED RELIGIOUS PROGRAMS

Religious programs will be unacceptable for sponsorship on WMAZ, Macon, Ga., beginning September 1, 1944, according to announcement by Manager Wilton E. Cobb.

The move will involve cancellation of \$8,160 in business. Since the first of the year the station has refused an additional \$30,836 in religious broadcasting.

In lieu of the present religious programs WMAZ will schedule The Church of the Air at 9:00 a. m. and 12:00 noon on Sundays.

Next year, when present contracts expire, the station will add a daily morning devotional program along non-denominational lines. By way of explanation to present religious broadcasters, Mr. Cobb said in part:

"For several years we have felt that we were failing in our administration of our radio franchise, granted by the government, to the end that we best serve the public interest in religious as in other matters.

"Our failure, in the religious field, in our minds, has been created by our inability to serve each and every group which has desired radio programs, because of the limitation of actual available time and the limitation imposed by the financial ability of religious groups to pay for such services.

"Since we could not begin to serve the needs of every religious group, we found it necessary to make limited charges for religious services. This, too, has proven unfair, since only those with adequate financial support could use the facilities of radio."

RADIO REDUCES ABSENTEEISM

Radio is credited with a big part in the reduction of absenteeism in Greensboro, N. C., according to the Mayor's War Production Committee of that city.

Three announcements are broadcast daily over WBIG urging workers to report to their regular shifts. This is followed with a weekly dramatic skit entitled "To Whom It May Concern," which depicts the efforts of our fighting men.

July absenteeism, over June, in all types of local industry, was 11.5 per cent less according to Major Edney Ridge, WBIG's general manager. Period surveyed was for the first three weeks of the campaign.

FIGHTING MEN THINK ABOUT POST-WAR JOBS

From his post in the Pacific, Marine Sergeant Marion Harmon, formerly of WGOV, Valdosta, Ga., is successfully cooperating with his home-town Rotary Club in building the Rotary Work Pile.

His is the task of on-the-spot investigation and he reports that it is future jobs the boys are thinking about in their few idle moments.

At a recent Wednesday meeting of Valdosta Rotary, Mrs. Elizabeth Harmon read a complete report that her husband had forwarded. In it he urged that a complete job survey be made in Valdosta and surrounding territory; and that men in service from the area be questioned as to their plans on post-war residence.

AMERICAN HOME PRIZE WINNERS

The home front job which the women broadcasters began in February when the Association of Women Directors, under Dorothy Lewis, launched their American Home Campaign, has splendid evidence of success in the extraordinary quality of the prize-winning letters in the contest, conducted as a feature of the campaign, on the subject "What I Am Doing in My Home to Strengthen the Promise of a Happier Postwar World." Because the judges found it difficult to choose the best letters from many outstanding ones, *Parents' Magazine*, which cooperated by providing the prize money, tripled the amount offered, awarding two first prizes, two second prizes, five third prizes and twenty \$5.00 prizes. KDKA of Pittsburgh took four of the 29 prizes, including one first prize and one third prize, through letters sent to Janet Ross and Evelyn Gardiner. WMT of Cedar Rapids was next with three of Libby Vaughn's entries receiving \$5.00 prizes. Hazel Cowles of WHAM was represented with a second prize winner and one \$5.00 winner. Other broadcasters with two prize winners among their entries were Beatrice Waxman of WCSH, Portland, Maine; Norma Lane of WSPD, Toledo, Ohio; and Marvel Campbell of WAIR, Winston-Salem, N. C. Two New York City stations contributed one prize winner each—WJZ through Alma Kitchell's "Women's Exchange" program and WQXR through Alma Dettinger on "Other People's Business." Other one-prize stations were WTCN, St. Paul, submitted from Ann Ginn's entries; KCMO, Kansas City, sent in by Anne Hayes; and WDGY, Minneapolis, from Ruth Sherman's contestants.

The excellent results of this appeal to radio's more thoughtful listeners, who have something to say, opens up unlimited possibilities for radio as a means of finding out what American women think and believe in.

SERVICE MAN FIGHTS FOR FREEDOM OF THE AIR

The following letter has been received by Dorothy Lewis, NAB Coordinator of Listener Activity from a Rockford, Illinois, boy now serving with the armed forces in China:

July 21, 1944 — 242

MY DEAR MRS. LEWIS:

Your very welcome letter of June 6th arrived here today, and I was extremely interested to hear from you, not only due to the bond we have between us as New Englanders, but also as we seem to be following mutual paths in this great struggle—While my experience in Radio (AACS) is primarily concerned with air communications as a side line, we are operating a small station designed to bring music from the States to our fellow members of the 14th Air Force—My connection is that of procuring transcriptions and V-discs which may be played by the Armed Forces, and this is made increasingly difficult by our distance from the States, and the very thin line over the Himalaya Mts. that connects us with the outside world. We have only discs of great age, but so welcome are they, we can play anything, and know it will be joyously received. Your programs from the West Coast are often picked up by us late at night, and it means a great deal to hear the world news, the sports events, and of course, the new tunes that never fail to awake a certain nostalgia for the dear ones at home who are doing so very much that our nation may revert to its great heritage of Freedom, which we see so sadly neglected throughout the world. It would be impossible to tell you the service and happiness Radio is to all of us, rather, let me say it is our strong tie between this life and the one we look to with the great patriotism and pride all Americans feel for their nation, and as a New Englander, I have a deep respect for the soil that cradled so many statesmen and artists, not to mention the founders of our Republic.

Freedom of the air is a vital need, and we are not pleased with the censorship noticeable in the Armed Forces Broadcasts. I realize you are in a position to notice this more than we, yet each time we sleep while some slight infraction on the Rights we cherish is accomplished, we only prepare the way for another loss! Possibly we of our individualistic natures are more accurately aware of the many regulations laid upon our lives by executive order, instead of Congressional law, but I am firmly opposed to each and every one, as I do not feel we should ever permit any man or group of men to tell us how we may exist, rather let our government serve, as the constitution specifies! Certainly the air should be as open to the broadcasts of the opposition as they are to the party in power, and we should be able to know the current events of the nation and world, unless they will be of definite, not hazy and uncertain aid to our enemy. True, there is much to keep secret, but who is to decide.

* * *

Sending you my sincere "thanks" for your fine letter, and wishing you all success in the preservation of Freedom of the Air, a venture which I back with enthusiasm.

Cordially,

JAMES A. LAWRENCE.

924 STANDARD BROADCAST STATIONS

During the month of June, 1944, the FCC granted two new construction permits and cancelled one previously granted. Two CP stations were licensed to operate. A comparative table of the number of standard broadcast stations by months, follows:

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

Federal Communications Commission Docket

HEARINGS

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

Monday, July 24

Consolidated Hearing

- KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—C. P., 1440 kc., 1 KW, unlimited, DA-night.
 NEW—KNOE, Inc., KJAN, Monroe, La.—C. P. & M. P. to change type of transmitter, change studio location and for approval of antenna, and transmitter location. 1450 kc., 250 watts, unlimited.

Wednesday, July 26

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

Thursday, July 27

Further Consolidated Hearing

- NEW—James F. Hopkins, Inc., Ann Arbor, Mich.—C. P., 1050 kc., 1 KW, day, daytime.
 NEW—Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—C. P., 1050 kc., 1 KW (B2-P-3307), 250 watts (B-2-P-3595), daytime.

Federal Communications Commission Action

APPLICATIONS GRANTED

- KRRV—Red River Valley Broadcasting Corp., Sherman, Texas—Granted request to waive Commission rules as may be necessary in order to permit Station KRRV to announce its station identification as "KRRV, Sherman and Denison, Texas," when programs originate in the Sherman studios or come through it, and as "KRRV, Denison and Sherman, Texas," when programs originate or come through the Denison studios.
- KELO—Sioux Falls Broadcast Assn., Inc., Sioux Falls, S. Dak.—Granted construction permit to install new antenna and make changes in ground system; granted subject to Commission decision on multiple ownership rule applicability to KELO and KSOO. (B4-P-3619)
- WQBC—Delta Broadcasting Co., Inc., Vicksburg, Miss.—Granted construction permit to change frequency from 1390 kc. to 1420 kc., and to change power from 1 KW, day, to 1 KW, day, 500 watts night; unlimited time. (B3-P-3601)
- KTAR and KEIM—Arizona Publishing Co. (transferor), John J. Louis (transferee), KTAR Broadcasting Co. (Licensee), Phoenix, Ariz.—Granted consent to transfer of control of KTAR Broadcasting Co., licensee of station KTAR and associated relay station KEIM, from Arizona Publishing Co., by transfer of 50,000 shares, or 77.27 per cent of the issued and outstanding capital stock to John J. Louis, for a consideration of \$375,000. (B5-TC-367)
- WINX—WINX Broadcasting Co., Washington, D. C.—Granted consent to transfer control of Station WINX from Lawrence J. Heller, Agnes W. Heller, individually and as Trustee for Pamela Heller, Christopher Heller, Anthony Heller, Lawrence J. Heller, Jr., and Michael Heller, respectively, and Richard K. Lyon (transferors) to Eugene Meyer & Co., a partnership composed of Eugene Meyer and Agnes Meyer, d/b as

The Washington Post, by transfer of 2000 shares, or 100 per cent, of the issued and outstanding capital stock of WINX Broadcasting Co., licensee of Station WINX, for a cash consideration of \$500,000. Commissioner Durr dissented. (B1-TC-388)

- WQXR and WQXQ—John V. L. Hogan (transferor), The New York Times Co. (transferee), Interstate Broadcasting Co., Inc. (Licensee), New York, N. Y.—Granted application for transfer of control of Interstate Broadcasting Co., Inc., licensee of standard broadcast station WQXR and high frequency station WQXQ, New York City, by the transfer of 60 shares, or approximately 52.4 per cent of the issued and outstanding Class A Common voting stock from John V. L. Hogan, to The New York Times Company, for approximately \$1,000,000; Commissioner Durr dissented. (B1-TC-365)
- KECA—Earle C. Anthony (assignor), Los Angeles, Calif., Blue Network Co., Inc. (assignee), Hollywood, Calif.—Granted voluntary assignment of license of station KECA, from Earle C. Anthony, Inc., to Blue Network Co., Inc., for a total consideration of \$800,000. (B5-AL-428)
- KYUM—R. N. Campbell, D. Morgan Campbell and Eleanor McCoy (transferors), John J. Louis (transferee), Yuma Broadcasting Co. (licensee), Yuma, Ariz.—Granted consent to transfer of control of Yuma Broadcasting Co., licensee of Station KYUM, by transfer of 12,350 shares, or 49.4 per cent of the issued and outstanding capital stock of the licensee from R. N. Campbell, D. M. Campbell and Eleanor McCoy, to John J. Louis, for a consideration of approximately \$15,438. (B5-TC-379)
- KYCA—Southwest Broadcasting Co., Prescott, Ariz.—Granted consent to transfer control of Southwest Broadcasting Co., licensee of Station KYCA, from Albert Stetson to KTAR Broadcasting Co.
- WJLD—J. Leslie Doss (assignor), George Johnston (assignee), Bessemer, Ala.—Granted consent to voluntary assignment of license from J. Leslie Doss to George Johnston, for a consideration of \$106,000. Commissioner Durr dissented. (B3-AL-422)

LICENSE RENEWALS

Granted renewal of following station licenses for the period August 1, 1944, and ending not later than May 1, 1947:

- KFEL, Denver, Colo.; KFPY, Spokane, Wash.; KFWB, Los Angeles, Calif.; KFXJ, Grand Junction, Colo.; KMA, Shenandoah, Iowa; KMBC and auxiliary, Kansas City, Mo.; KPOF, near Denver, Colo.; KTMS, Santa Barbara, Calif.; KVAN, Vancouver, Wash.; WAVE, Louisville, Ky.; WDAY, Fargo, N. Dak.; WELI, New Haven, Conn.; WGBG, Greensboro, N. C.; WGBI and auxiliary, Scranton, Pa.; WHA, Madison, Wisc.; WMMN, Fairmont, W. Va.; WSUI, Iowa City, Iowa.
- WORL—Broadcasting Service Organization, Inc., Boston, Mass.—Granted renewal of license for main and auxiliary transmitters upon a temporary basis only and upon the express condition that it is subject to whatever action may be taken by the Commission upon the pending application for removal of license of Station WORL; temporary grant to be for the term beginning August 1, 1944, and ending not later than May 1, 1947. (Docket 6626)
- KDRO—Milton J. Hinlein, Sedalia, Mo.—Granted renewal of license of Station KDRO. (B4-R-1012)
- W2XEO—Capitol Broadcasting Co., Inc., Schenectady, N. Y.—Granted renewal of license for the period ending not later than April 1, 1945. (B1-RST-4)
- WQXR-WQXQ—Interstate Broadcasting Co., Inc., New York, N. Y.—Granted renewal of licenses for main and auxiliary transmitters of Station WQXR and renewal of license of high frequency station WQXQ. (B1-R-1021; B1-RH-35)

DESIGNATED FOR HEARING

- Durham Broadcasting Co., Inc., Durham, N. C., and Harold H. Thoms, Durham, N. C.—Designated for consolidated hearing, the applications of Durham Broadcasting Co., Inc., for construction permit for new station to operate on 1580 kc., with 250 watts, unlimited time, and of Harold H. Thoms for construction permit for new station to operate on 1580 kc., 1 KW power, unlimited time, transmitter and studio locations to be determined. (B3-P-3592; B3-P-3579, respectively.)

MISCELLANEOUS

- KABC—The Alamo Broadcasting Co., Inc., San Antonio, Texas—Granted application for construction permit to change frequency from 1450 to 680 kc., increase power from 250 watts unlimited time to 50 KW day, 10 KW night, install a new transmitter and directional antenna for night use, and change transmitter location; granted subject to approval of antenna by the Commission's Chief Engineer, and subject to compliance with the Commission's Supplemental Statement of Policy of January 26, 1944.
- KTHT—Texas Star Broadcasting Co., Houston, Texas—Granted authority to begin program tests in accordance with Section 2.43 of the Commission's Rules.
- Beauford H. Jester, et al., Waco, Texas—Granted request for authority to take depositions in re application for new station (Docket 6218) which has been scheduled for consolidated hearing with applications of KDNT (Docket 6352), WACO (Docket 6590), and Truett Kimzey (Docket 6589).
- Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—Granted motion for order to take depositions in re application for new station (Docket 6231), scheduled for consolidated hearing with application of Jas. F. Hopkins, Inc. (Docket 6230)
- Birney Imes, Jr., Meridian, Miss.—Granted petition for order to take depositions in re application for new station. (Docket 6596)
- KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Passed over for one week petition for postponement of hearing now scheduled for July 24, in re application of KMLB (Docket 5994) and KNOE, Inc. (Docket 5995)
- Truett Kimzey, Greenville, Texas—Granted petition to take depositions in re application for new station. (Docket 6589)
- WDSU—E. A. Stephens, H. G. Wall, and Fred Weber, d/b as Stephens Broadcasting Co., New Orleans, La.—Adopted order granting petition for leave to amend application for license for auxiliary transmitter so as to permit the use of its previously licensed 1 KW transmitter, with power of 1 KW day, 500 watts night, instead of 1 KW day and night as originally requested, employing a non-directional antenna; granted the application as amended; removed the application from hearing docket. (B3-L-1797; Docket 6599)
- WGH—Hampton Roads Broadcasting Corp., Newport News, Va.—Denied request for waiver of such Commission rules as may be necessary in order to permit Station WGH to announce its station identification as "Newport News and Norfolk."

APPLICATIONS FILED AT FCC

560 Kilocycles

- KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Construction Permit for reinstatement of Construction Permit (B5-P-3150 as modified) for change in frequency from 1490 kc. to 560 kc., increase power from 250 watts to 1 KW, installation of new transmitter and directional antenna for night use.

580 Kilocycles

- KFXD—Frank E. Hurt, Nampa, Idaho—Construction Permit to change frequency from 1230 kc. to 580 kc., increase power from 250 watts to 1 KW, changes in transmitting equipment, move transmitter and studio to near Meridian, Idaho, and Boise, Idaho, respectively, and install directional antenna.

600 Kilocycles

- WMT—Iowa Broadcasting Co., Cedar Rapids, Iowa—Voluntary assignment of License to American Broadcasting Company.

660 Kilocycles

- KOWH—World Publishing Co., Omaha, Nebr.—Special Service Authorization to operate on 660 kc., unlimited hours of operation, using 250 watts night and 500 watts daytime.

740 Kilocycles

- KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—License to cover Construction Permit (B5-P-3605) which authorized installation of a new ground system.
- KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Authority to determine operating power by direct measurement of antenna power.

940 Kilocycles

- NEW—Charles A. Sprague, Glenn R. Thayer and Eleanor M. Behrman, d/b as WMIL Broadcasting Co., Milwaukee, Wisc.—Construction Permit for a new Standard Broadcast Station to be operated on 940 kc., 250 watts power, and daytime hours of operation.

1230 Kilocycles

- KALE—KALE, Inc., Portland, Oregon—Transfer of control of licensee corporation from C. W. Myers and Mrs. Josephine Hunt to Journal Publishing Company.
- WCOL—WCOL, Incorporated, Columbus, Ohio—Voluntary Assignment of License to Lloyd A. Pixley, Martha P. Pixley, Milton A. Pixley, and Grace M. Pixley, partners, d/b as The Pixleys.
- KWG—McClatchy Broadcasting Co., Stockton, Calif.—Authority to determine operating power by direct measurement of antenna power.
- KWG—McClatchy Broadcasting Co., Stockton, Calif.—License to cover Construction Permit (B5-P-3498) which authorized increase in power and changes in transmitter and antenna.

1240 Kilocycles

- NEW—Rochester Broadcasting Corp., Rochester, N. Y.—Construction Permit for new Standard Broadcast Station to be operated on 1240 kc., power of 250 watts, and unlimited hours of operation, AMENDED re corporate structure.

1260 Kilocycles

- WOL—American Broadcasting Co., Washington, D. C.—Voluntary assignment of License to Iowa Broadcasting Company.

1340 Kilocycles

- WDAK—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Co., Columbus, Ga.—License to cover Construction Permit (B3-P-3589) which authorized move of transmitter and studio and installation of new antenna.
- WDAK—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Co., Columbus, Ga.—Authority to determine operating power by direct measurement of antenna power.
- WGAU—J. K. Patrick, Earl B. Braswell, Tate Wright and C. A. Rowland, d/b as J. K. Patrick & Co., Athens, Ga.—Authority to make changes in automatic frequency control equipment.
- KVOX—KVOX Broadcasting Co., Moorhead, Minn.—Relinquishment of control of licensee corporation by David C. Shepard through transfer of 68 shares of common stock to John W. Boler, M. M. Marget, and R. S. Felhaber and transfer of 9 shares from Howard S. Johnson to R. S. Felhaber.

1400 Kilocycles

- NEW—Chatham 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.

1470 Kilocycles

- NEW—H. C. Cockburn, tr/as San Jacinto Broadcasting Co., Houston, Texas—Construction Permit for a new Standard Broadcast Station to be operated on 1470 kc., power of 1 KW, and unlimited hours of operation.
- NEW—Jas. A. Brown, Ronald C. Johnson, Elbert B. Griffis, Bert Graulich, Chas. H. Johnson, Wm. A. Johnson, Jas. E. Brooker, Chas. E. Cross, Alden J. Woodworth, Frank E. Sater and Frank J. Beougher, d/b as Atlantic Shores Broadcasting, Ltd., Coral Gables, Fla.—Construction Permit for a new Standard Broadcast Station to be operated on 1490 kc., power of 250 watts, and unlimited hours of operation.
- WRLD—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Modification of Construction Permit (B3-P-3543) which authorized construction of a new standard broadcast station for extension of completion date from 7-15-44 to 8-14-44.
- KRNR—News-Review Co., Roseburg, Oregon—Construction Permit to move transmitter and studio locally.

FM APPLICATIONS

- NEW—Warner Bros. Broadcasting Corp., Hollywood, Calif.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 44900 kc., with coverage of 3,118 square miles.
- NEW—Cincinnati Broadcasting Co., Cincinnati, Ohio—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 43700 kc., with coverage of 19,100 square miles.
- NEW—Tampa Times Company, Tampa, Fla.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 45300 kc., with coverage of 8,100 square miles.

TELEVISION APPLICATIONS

- NEW—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #1 (50000-56000 kc.).
- NEW—Warner Bros. Broadcasting Corp., Hollywood, Calif.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #3 (66000-72000 kc.).
- NEW—Allen B. DuMont Laboratories, Inc., Passaic, N. J.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #4 (78000-84000 kc.).
- NEW—Columbia Broadcasting System, Inc., New York, N. Y.—Construction Permit for a new Experimental Television Broadcast Station to be operated on 401000 to 417000 kc.

MISCELLANEOUS APPLICATIONS

- WLWL—The Crosley Corporation, Mason, Ohio—License to cover construction permit (B2-PIB-41) for a new International Broadcast Station.
- WLWR—The Crosley Corporation, Mason, Ohio—License to cover construction permit (B2-PIB-42) for a new International Broadcast Station.
- WLWS—The Crosley Corporation, Mason, Ohio—License to cover construction permit (B2-PIB-39) for a new International Broadcast Station.
- WNRA—National Broadcasting Co., Inc., Bound Brook, N. J.—License to cover Construction Permit (B1-PIB-48) as modified which authorized construction of a new International Broadcast Station.
- WMFM—The Journal Company (The Milwaukee Journal), Milwaukee, Wisc.—Construction Permit to change frequency from 45500 kc. to 43900 kc., coverage from 2,500 to 17,828 square miles and antenna changes.

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.

P. Ballantine & Sons, manufacturing and selling malt beverages, with its principal offices located at 57 Freeman Ave., Newark, N. J., and wholesale agencies in New York, Albany, N. Y., Providence, R. I., New Haven, Conn., Hicksville, L. I., and Washington, D. C., is charged in a complaint with violation of Section 7 of the Clayton Act by acquiring the capital stock of the Christian Feigen-span Brewing Company, a competing corporation. Section 7 of the Clayton Act prohibits such capital stock acquisitions where the effect may be to substantially lessen competition, to restrain trade, or tend to create a monopoly. (5187)

E. H. Hamlin Co., Mutual Life Bldg., Seattle, Wash., selling and distributing canned salmon and other sea food products, is charged in a complaint with violation of the brokerage section of the Robinson-Patman Act. The complaint alleges that the respondent distributes and sells his products directly to certain buyers in interstate transactions and has paid to such buyers commissions or brokerage fees on purchases made by them for their respective accounts. The respondent's method of distribution and sale, the complaint continues, is representative of the sales methods of a number of West Coast distributors. Such buyers customarily designate themselves as "brokers," "merchandise brokers" or "primary distributors," although they are known to the trade as "buying brokers" or "speculative brokers." (5189)

Two New York City firms, **Lewis & Couger**, 45th St. and Sixth Ave., and **Conrad W. Woehler**, trading as C. W. Products Co., 155 East 44th St., are charged in a complaint with misrepresentation in the sale of "Foxhole Pillows" which they advertise as affording soldiers more comfort than any article they may carry into combat. (5191)

National Electric Manufacturers Co., 60 East 42d St., New York, selling and distributing flexible shafting for the remote control of valves in ships and naval vessels, is charged in a complaint with misrepresentation and unfair and deceptive acts and practices in commerce. (5192)

Superior Products Company, trading as S-P Laboratories, 2200 South Lamar St., Dallas, Tex., manufacturing and distributing cosmetic and medicinal products, including preparations designated "Sue Pree' Trio 3-Purpose Cream" and "Sue Pree' Bleach Cream," is charged in a complaint with false advertising and misrepresentation. The respondent sells the preparations to retail stores which in turn sell to ultimate purchasers. In advertisements in catalogs and other media, the respondent allegedly has represented that Trio 3 Purpose Cream nourishes the tissues and improves the texture of the skin. The complaint alleges that the preparation does not nourish the tissues or improve skin texture and that the advertisements fail to reveal that the respondent's bleach cream contains ammoniated mercury which, under certain conditions of use, may be dangerous to users. (5188)

U-C-A Manufacturing Co., 1425 South Racine Ave., Chicago, selling and distributing salve, menthol inhalers and miscellaneous merchandise, are charged in a complaint with misrepresentation. (5190)

CEASE AND DESIST ORDER

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

Ovrhaul Co., 679 South Dunsmuir Drive, Los Angeles, has been ordered to cease and desist from misrepresenting the properties and effectiveness of his product designated "Ovrhaul," advertised as being capable of reconditioning automotive engines and of saving oil and gas. (3713)

STIPULATION

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

Sun Radio and Service Supply Corp., 938 F St., N. W., Washington, D. C., selling, repairing and servicing radios, has stipulated to cease representing among other things that it has radio batteries for sale, or any other kind of merchandise which it does not actually have in stock and available for delivery to purchasers. (3869)

FTC COMPLAINT DISMISSED

The Federal Trade Commission has ordered the dismissal of its complaint against the Washington Civilian Institute, Inc., formerly at 129 W. Saratoga St., Baltimore. The respondent, charged with misrepresentation in the sale of courses of study and instruction for preparing students for examinations in Civil Service positions, has forfeited its charter and is no longer in existence.

FCC ASKS CONGRESSIONAL POLICY

The FCC has asked Congressional direction as to the policy it should follow in passing on the sale of radio stations where the sales prices are far in excess of the going-concern and physical property values of the stations and appear to involve considerable compensation for the radio frequencies themselves.

In identical letters to Senate Interstate Commerce Committee Chairman Burton K. Wheeler and to Representative Clarence Lea, Chairman of the House Interstate and Foreign Commerce Committee, FCC Chairman James Lawrence Fly suggested the "tremendously high prices" which radio stations command in the present market indicates the sellers may be profiting from their lien on a radio frequency which they have been authorized to use under the Communications Act of 1934, but whose ownership under the Act is reserved to the public.

Chairman Fly's letter which cites several such recent transfers of radio facilities, follows in part:

"The Congress has had before it proposals to limit the amount of consideration to the value of the physical properties (of radio stations) transferred but no provision of

this character has been adopted. The statute does make clear that the frequencies are not in any way the property of the licensees. The Commission has rejected and is prepared to reject any transfer which on its face involves a consideration for the frequency. The Commission, apparently consistent with Congressional policy, has approved transfers that involve going-concern values, good will, etc. There remains, however, a serious question of policy and one on which the law is not clear, as to whether the Commission should approve a transfer wherein the amount of the consideration is over and beyond any amount which can be reasonably allocated to physical values plus going-concern and good will, even though the written record does not itself show an allocation of a sum for the frequency. Our concern in this regard is heightened by the tremendously high prices which radio stations are commanding in the present state of the market. This is illustrated by the fact that one local station was sold for a half-million dollars and some regional stations are selling for a million or more.

"It is the Commission's policy to disapprove of transfers which obviously represent the activities of a promoter or broker, who is simply acquiring licenses and trafficking in them. Under the present state of the law, however, it is not clear that the Commission has either the duty or the power to disapprove of a transfer merely because the price is inordinately high—even though it may well be deduced that a substantial value is placed on the frequency. In the absence of a clear Congressional policy on this subject, we thought best to draw the matter to the attention of your own Committee and the House Committee on Interstate and Foreign Commerce."

A partial list of important transfers of control and voluntary assignments of licenses and construction permits, showing date of Commission approval, follows: (Since January 1, 1944)

KFOR, Lincoln, Nebr.; 1240 kc., 250 watts, unlimited time; 4/18/44; from Sidles Co., et al, transferor, to Chas. T. and James Stuart, transferee; \$100,000 for 100% of stock.

KID, Idaho Falls, Idaho; 1350 kc., 5 kw-LS, 500 watts-N; unlimited time; 6/6/44; from J. W. Duckworth, transferor, to Walter Bauchman et al; \$100,000 for 100% of stock.

KJBS, San Francisco, Calif.; 1100 kc., 500 watts, Limited—WTAM; 6/20/44; from Mott Q. Brunton et al, transferor, to KJBS Broadcasters, a partnership; \$200,000 for 100% of stock.

KLRA, Little Rock, Ark.; 1010 kc., 10 kw.-LS, 5 kw-DA-N; unlimited; 5/30/44; from A. L. Chilton, transferor, to Gazette Publishing Co., transferee; \$275,000 for 64.5% of stock.

KOIL, Omaha, Nebr.; 1290 kc., 5 kw, unlimited, DA-N; 4/18/44; from Sidles Co. et al, transferor, to Chas. T. and James Stuart, transferee; \$250,000 for 100% of stock.

KSLM, Salem, Ore.; 1390 kc., 1 kw, unlimited; 2/29/44; from H. B. Read, transferor, to Paul V. McElwain and Glen E. McCormack, transferee; \$69,000 for 100% of stock.

KTAR, Phoenix, Ariz.; 620 kc., 5 kw, unlimited, DA-N; 7/18/44; from Arizona Publishing Co., transferor, to John J. Louis, transferee; \$375,000 for 77.3% of stock.

KWK, St. Louis, Mo.; 1380 kc., 5 kw-LS, 1 kw-N, un-

(Continued on page 248)

THANKS FOR YOUR CO-OPERATION ON WAC ADVERTISING QUESTIONNAIRE

The letter addressed to all radio stations in the United States regarding paid WAC recruitment advertising has produced a welcome avalanche of replies. These are being sorted and tabulated as soon as received in order to maintain a continuing report of the answers to the three questions asked in the questionnaire.

DON'T FORGET TO RETURN YOUR QUESTIONNAIRE

If you have not already filled out and returned your questionnaire, please do so at once. If you failed to receive a copy, wire or write NAB headquarters and one will be sent to you by return mail.

89.6% FAVOR PAID WAC RECRUITMENT ADVERTISING

An analysis of 239 returns indicates that 89.6% of such stations are in favor of the acceptance of paid WAC recruitment advertising. Those opposed provide 9.6% of the returns, while .8% might be classed in the "maybe" category.



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*.

FCC ASKS CONGRESSIONAL POLICY

(Continued from page 247)

limited; 3/21/44; from Grace C. Convey, transferor, to Robert T. Convey, transferee; \$105,950 for 52% of stock.

KWTO, Springfield, Mo., 560 kc., 5 kw-LS, 1 kw-DA-N, unlimited; 2/29/44; from Springfield Newspapers, Inc., et al, transferor, to Lester E. Cox, et al; \$100,000 for 50% of stock.

WCOL, Columbus, Ohio; 1230 kc., 250 w, unlimited; 5/30/44; from Kenneth B. Johnston, transferor, to Lloyd Pixley, et al, transferee; \$250,000 for 100% of stock.

WELI, New Haven, Conn.; 960 kc, 1 kw-LS, 500 w, DA-N; 6/27/44; from Arde Bulova and Harold LaFount, transferor, to Harry C. Wielder et al, transferee; \$185,000 for 100% of stock.

WIBC, Indianapolis, Ind.; 1070 kc., 5 kw-LS, 1 kw-DA-N; 5/30/44; from H. G. Wall et al, transferor, to Indianapolis News Publishing Co., transferee; \$440,000 for 100% of stock.

WINX, Washington, D. C.; 1340 kc., 250 w, unlimited; 7/18/44; from Lawrence J. Heller et al, transferor, to Eugene Meyer & Co., a partnership; \$500,000 for 100% of stock.

WJJD, Chicago, Ill.; 1160 kc., 20 kw, Limited-KSL; 7/5/44; from H. Lester Atlas et al, transferor, to Marshall Field, transferee; \$696,000 for 96.6% of stock.

WLBZ, Bangor, Maine; 620 kc, 5 kw, unlimited, DA; 2/1/44; from Thompson L. Guernsey, transferor, to Eastland Broadcasting Co., transferee; \$150,000 for 100% of stock.

WMAZ, Macon, Ga.; 940 kc, 5 kw, unlimited, DA; 4/4/44; from E. K. Cargill, transferor, to George P. Rankin, Jr., transferee; \$120,000 for 41% of stock.

WPDQ, Jacksonville, Fla.; 1270 kc., 5 kw, unlimited, DA-N; 3/14/44; from Ernest D. Black, transferor, to L. D. Baggs, transferee; \$180,326 for 60% of stock.

WQXR, New York, N. Y.; 1560 kc., 10 kw, unlimited; 7/18/44; from John V. L. Hogan et al, transferor, to New York Times Co., transferee; \$987,500 for 100% of stock.

KECA, Los Angeles; 790 kc, 5 kw, unlimited, DA-N; 7/18/44; from Earle C. Anthony, Inc., assignor, to Blue Network Co., Inc., assignee; \$800,000.

KTOK, Oklahoma City, Okla.; 1400 kc., 250 w, unlimited; 4/18/44; from Oklahoma Broadcasting Co., Inc., assignor, to O. L. Taylor, assignee; \$150,000.

KBIR, Knoxville, Tenn.; 1240 kc., 250 w, unlimited; 1/11/44; from J. W. Birdwell, assignor, to American Broadcasting Co., Inc., assignee; \$135,000.

WJLD, Bessemer, Ala.; 1400 kc., 250 w, unlimited; 7/18/44; from J. Leslie Doss, assignor, to George Johnston, assignee; \$106,000.

WFTL, Ft. Lauderdale, Fla.; 710 kc., 10 kw, unlimited, DA-N; 2/29/44; from Ralph A. Horton, assignor, to Fort Industry Co., assignee; \$275,000.

DURR CLARIFIES DISSENT

FCC Commissioner Clifford J. Durr released a memorandum on Wednesday (26) setting forth his reasons for dissenting in the action of the Commission taken on July 18

approving without hearing the transfers of the licenses of Stations WJLD, WINX, WQXR and WQXQ. In the press release accompanying the memorandum, Mr. Durr stated that the July 25 letter of Chairman Fly to Senator Burton K. Wheeler and Congressman Clarence Lea, chairmen respectively of the Senate Committee on Interstate Commerce and the House Committee on Interstate and Foreign Commerce, calling their attention to the increasing price of radio stations indicated there was little disagreement between the other members of the FCC and himself with respect to the seriousness of this problem, the main point of difference being the present authority of the Commission to deal with the situation. Mr. Durr's memorandum follows:

"MEMORANDUM:

Re: J. Leslie Doss, Transferor
George Johnston, Transferee
Bessemer, Alabama (WJLD)
Lawrence J. Heller, et al., Transferors
Eugene Meyer and Agnes Meyer, d/b as
The Washington Post, Transferees
Washington, D. C. (WINX)
John V. L. Hogan, Transferor
New York Times Company, Transferee
New York, N. Y. (WQXR and WQXQ)

"My reason for voting against approval of the above assignments of license was the same in all three cases. The prices being paid for the stations seemed to me to raise serious questions of law and public interest, and I therefore think that each application should have been set for hearing to ascertain:

"(a) Whether or not any part of the purchase price represents payment for a radio channel in violation of Sections 301 and 309(b) of the Communications Act of 1934, as amended, and,

"(b) Whether the amount being invested in the station by transferee will affect the operations of the station in the public interest.

"Station WJLD, Bessemer, Alabama, is a 250-watt station operating on a local channel. The replacement cost of all its physical properties, real and personal, is only \$12,269, and the original cost \$12,019. The net worth of all of its assets, tangible and intangible, according to its books, is \$14,236. For the year 1943, its net income before Federal taxes and without deduction of any salary for the proprietor was \$4,966. The purchase price being paid is \$106,000, which is more than *seven* times the net worth of the station and more than *twenty-one* times its net profits before Federal taxes.

"Station WINX, Washington, D. C., is likewise a 250-watt station operating on a local channel, but operates with a booster which serves to extend its coverage. The replacement cost of all its physical properties, real and personal, is only \$58,492, and the original cost \$56,966. The net worth of all of its assets, tangible and intangible, according to its books, is \$48,254. For the year 1943, its net income before Federal taxes was \$20,186. The purchase price being paid is \$500,000, which is more than *ten* times the net worth of the station and more than *twenty-four* times its net profits before taxes.

"Station WJLD was first licensed only a little more than two years ago and Station WINX less than four and one-half years ago. The purchase price being paid for WJLD represents a profit of nearly 800 per cent on the cost of its physical properties and over 650 per cent on its net worth. The purchase price being paid for WINX represents a profit of nearly 800 per cent on the cost of its physical properties and over 950 per cent on its net worth.

"Station WQXR, New York, N. Y., is a 10kw station and WQXQ is a frequency modulation (FM) station. No figures were before the Commission as to the replacement cost or the original cost of the physical properties involved in the transfer. However, the net worth of all of the assets of the present licensee corporation, both tangible and intangible, is \$227,037. For the year 1943, its net income before Federal taxes was \$30,320. The purchase price being paid is approximately \$1,000,000, which is ap-

proximately *four and one-half* times the net worth of the licensee corporation and nearly *thirty-three* times its net profits before taxes.

"Radio broadcasting is competitive and it is not the function of the Commission to protect either the buyers or the sellers of radio stations from the consequences of the exercise of their own business judgment. However, the Commission does have the responsibility of seeing to it that licensees observe the provisions of the Communications Act and that licenses for the operation of broadcasting stations are neither granted nor transferred unless the public interest will be served. Its responsibility in approving transfers is no less than its responsibility in making original grants of licenses. Section 310(b) of the Act provides:

"The station license required hereby, the frequencies authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner either voluntarily or involuntarily disposed of, or indirectly by transfer of control of any corporation holding such license, to any person, unless the Commission shall, *after securing full information*, decide that said transfer is in the public interest, and shall give its consent in writing." (Italics supplied.)

"Sections 301 and 309(b) of the Communications Act provide clearly that radio channels are public property and incapable of private ownership. It follows that neither the channels nor any right to use them is for sale, either by private individuals or by the Government. The Communications Act provides that they are to be licensed by the Commission, only for limited periods of time, and only to those whom the Commission finds best qualified, by ability and intention, to use them in the public interest. Ability to outbid others in the price offered for a station has no relation to qualifications of this kind.

"In each of the three transfers under consideration, the price being paid appears, on its face, to be greatly in excess of any demonstrated value of the properties and business being sold. For what is this excess being paid? Are there elements of value in the transferors' properties and businesses which are not apparent from the information contained in their applications, or are they selling something they do not own and have no right to sell, namely, the use of a radio channel? Moreover, the new licensees are taking on financial loads many times greater than those of the old licensees. All of these stations are commercial stations, and it is reasonable to assume that the purchaser of a commercial station buys with the expectation of earning at least a reasonable return on his investment. In the present cases, do the transferees regard their purchases as business ventures, or do they intend to operate the stations without regard to profit? If the former, how do they expect to operate the stations so that they will be self-sustaining and at the same time yield a fair business return on investments ranging from four and one-half to ten times the investments of the former licensees? Is it anticipated that profits will be increased through more economical and efficient operations or by increasing the price per unit of time sold, or is it contemplated that a substantial amount, if not all, of the increased profits will have to come from selling more time? If more time is to be sold, will a reasonable amount of the free time still be left for local civic programs, educational programs, the discussion of controversial public issues, and other sustaining programs?

"It seems to me that the applications, on their face, point to the need of 'securing full information' before the Commission can decide that the transfers are in the public interest.

"Far from the least important feature of our American broadcasting system is that the cost of establishing and operating radio stations has been within the reach of qualified individuals and groups having only moderate financial means. In many communities, all presently available standard radio channels are occupied and the only way for a newcomer to get into the field is by the purchase of an existing station. The present inflationary trend in the price of radio stations, if continued, will tend not only to increase still further the already tremendous pressure on sustaining programs but also to push radio

broadcasting more and more beyond the reach of any but the well-to-do. Certainly the inflationary trend should not be encouraged by permitting the capitalization of licenses.

C. J. DURR,
Commissioner."

The reasons set forth in the memorandum also apply to his dissent from the Commission's action of July 25 approving transfer of New Jersey Broadcasting Corporation, licensee of Station WHOM and relay station WABC, Jersey City, N. J., from Paul F. Harron, Joseph Lang, et al., to the Iowa Broadcasting Company for \$403,528.23, Commissioner Durr said.

TWO BOARD MEMBERS ENTER SERVICE

Two members of the NAB Board of Directors have entered the armed services and as a consequence presented their resignations from the NAB Board.

James W. Woodruff, Jr., Director for the Fifth NAB District, embracing the States of Alabama, Florida and Georgia, and Puerto Rico, entered the Army as a private.

Barney J. Lavin, one of the Directors-at-Large for medium-sized stations, reported to the Marine Corps at Quantico, Virginia, where he was commissioned a Second Lieutenant. These two vacancies on the Board will be filled by Board action at the meeting of the Board to be held in connection with the Executives War Conference.

RYAN SPEAKS ON RADIO AND WAR

President Harold Ryan delivered an address on Thursday (27), before the State Conference on the Use of Radio in Farm and Home Safety under the auspices of the New York Department of Health. Mr. Ryan's topic was "Radio's Public Service in Time of War." His address follows:

Radio, to a great many people in this country, was born on the sixth day of June in the year nineteen hundred and forty-four—less than two months ago. They had used it, enjoyed it, grown accustomed to it, turned to it instinctively on D-Day—but never really knew what it was until its microphones went into action alongside fighting sons, husbands and brothers invading the shores of Normandy from the sea and from the air. The minute by minute account of this mighty combat, the voices of brave men from abroad, the roar of guns and planes and noise of battle sent thousands impulsively to their knees in prayer for those who were known to be in the invasion forces.

Here was realism—but realism that everybody wanted—realism that made Americans feel that they were close to their loved ones—realism that placed a new value on this precious link of communications with the other side of the world. And so, to millions of our people, radio was born on D-Day.

To the industry itself, however, D-Day marked radio's arrival at maturity. A great crisis, more than the passage of years, often brings a person or an industry to its full development, to the firm realization of its faculties and abilities. Radio, slowly and painstakingly groomed for its major role in world affairs, which its founders envisioned twenty years ago, on D-Day came to grips first hand with a major phase of this world shattering war. To paraphrase a well-known quotation: "We came, we saw, we communicated." In doing so, we attained our uncontested majority.

Radio had to be developed to the point where it could handle such an assignment as the coverage of this war. We think of radio as an invention that was capable of spanning great distances from its very beginning. Why, then, could it not have broadcast from a battlefield to the rest of the world at any time in its career? Here the theory must give way to the many practical and engineering problems which beset the industry during its life since the early twenties—not to mention the development of personnel and methods on a laborious scale.

If radio had gone to war around 1930 only a Paul Bunyan could have accomplished anything to compare with present day coverage. Paul Bunyan, the Giant of the Forests, might have strapped a radio tower on his back, hooked a ten-ton transmitter to his belt, plugged into an electric power system and broadcast in stentorian tones an account of the pigmy struggles of mankind a thousand feet below his bearded countenance—or buzzing in tiny planes like flies around his brow. Radio might have done it in some fashion in 1930, if radio's unwieldy and immobile equipment of that period could have been set up in flawless perfection at the scene of battle. In comparison, the pack transmitters, wire recorders and superlative equipment which accompanies radio correspondents into battle today resemble the tiny portable receivers alongside the huge pieces of furniture which were radio sets of a decade ago.

Radio, in every sense, grew up to its responsibility of covering this world war. Some years ago, the first attempts to use portable equipment in covering events that occurred beyond the reach of regular facilities were crude and experimental. Forward looking radio engineers built small short wave transmitters which broadcast over short distances to their home stations. What was received was then rebroadcast over standard facilities. Receiving antennae were built on the roofs of studios or at station transmitters. Some of the short wave transmitters were mounted on truck beds, their power generated by small gasoline motors. One short wave transmitter, a smaller, improved model, using a battery for energy, was installed in a baby buggy for the purpose of covering a championship golf match. Thus from America's peaceful fairways radio engineers, announcers and studio control operators learned the methods which someday would transmit the scream of shells, the roar of planes and mechanized equipment on the beachheads around the world.

The Magnetic Wire Recorder, one of radio's most valuable front line reporting mechanisms, is a wartime development. Light—an easy load for one man—this equipment permits recording on a spool of wire. No needles, no fragile records—this rugged recorder absorbs an accurate sound picture of the heaviest combat, explosions and all, as the reporter tells his running story of action at the front. Rushed back to transmission headquarters, the battle description is ready for broadcast immediately.

The forerunner of the Magnetic Wire Recorder, however, was the recording truck used by the radio station in your town to obtain interviews and descriptions of public events in that area, which were later broadcast. Extended practice over a period of years paved the way for the streamlined war model and trained the industry in the use of recording mechanism and recorded programs, so that their vital role in 1944 communications was supported all along the line by skill and experience. Some of the most vivid radio reports of this war owe their existence to the Magnetic Wire Recorder.

Then there are the thousands of words of news which come to the listeners in America every day by radio. These are spoken words. They cannot be the same words that are used on the printed page, although they tell the same stories. They must be addressed to the ear. They must follow the rules of oral delivery. This is what we call the style of radio news reporting. Early day radio news men were not born with the gift of a radio news reporting style. They had to develop it and then to teach it to others. The process required years and is still the subject of much planning and effort within the industry.

From a beginning marked by difficulties, restricted sources and even distrust of radio news, the industry has schooled an army of news reporters, achieved numerous world wide news sources and won for itself accredited correspondents wherever things are happening. It was this smooth working machine that maintained an unbroken flow of information on D-Day and continues to supply its listeners with stories and bulletins from every part of the globe.

Training of radio personnel is a broad topic which occupies an important place in the history of broadcasting. Putting all the elements together which make up a full day's broadcast schedule requires specialists in many departments, specialists who have learned by years of hard work how to be at ease and proficient in their jobs.

Tearing up and rebuilding a complete day's schedule, to accommodate emergency broadcasts and programs of great public interest, is no assignment to give newcomers in the radio field. When the managers and employees of stations and networks went home on the night of June 5th, their programs for the following day were all lined up in orderly fashion, as they had been for days, months and years before. But they were called from their beds to put stations on the air in the middle of the night and give invasion news precedence over everything else, revising and rebuilding their programs as they went. This was D-Day behind the scenes in radio and it made a new kind of veteran out of every experienced hand in the business of broadcasting, no matter how well he knew his job before. I hesitate to suggest what might have happened to the reports from abroad if these loyal people had not been trained to fill their posts capably and keep the show going here at home. But they could be depended upon and they had at their disposal the finest equipment that money could buy.

Inevitably we get down to the question, "Who paid for all this?" Who paid for this slow and methodical experimentation down through the years? Who bought equipment, used it, discarded it, then bought new and better equipment to do the same job all over again, only a little better? Who paid the salaries of station managers, program directors, continuity writers, announcers, salesmen, engineers, musicians, traffic managers, news men and hundreds of secretarial and clerical employees? Every one of them had to learn or be trained in the idiom of radio. All had to develop subconscious natures adapting them to their work. A radio employee was, and always has been, a considerable investment.

The mere granting of licenses by the government to operate radio stations is not like granting rights to mine government land, for example, where gold lays in abundant quantities. Radio held for its licensees only so much as they, by their ingenuity, money and devotion to public service, could make of it. That wasn't much in the early days of radio, and before it could really get started it was plunged into the depression which began in 1929. But its owners put up money and more money and sustained the industry until finally it became self-supporting.

And here we should say a word for the companies who invested their advertising dollars and their faith in an untried medium, testing this method and that method, receiving inevitable disappointments and yet coming back, again and again, until broadcasting as a medium for the sale and distribution of products was proved to their satisfaction. The record is full of instances in which advertisers started out with announcements or programs, guessed at the right kind of continuity, the right kind of program content, the right time of day or night, and were joined in this guessing game by radio people who were just as new to the business as the advertisers. Some advertisers guessed right, many guessed wrong, but they came back with determination. They continued to back up their judgment with their hard-earned American dollars and ultimately earned dividends on all that they had spent in proving the medium of radio. Radio's advertisers are part and parcel of the American system of broadcasting which they helped build.

Advertising money is responsible for the excellent system of networks which connect our stations and their millions of listeners on a national and international basis. The idea of radio networks originated in 1926. Stop and think how different would have been the story of D-Day without the network system which placed every radio home in America in instantaneous contact with foreign shores! There is a record of accomplishment which points up the whole story of radio achievement on D-Day.

Late in 1943, six months before the Day, with trained correspondents already at strategic points, the networks began preparations for coverage of the invasion which was sure to come. They had to correlate every step in secrecy with the military planners. They charted the possibilities of good radio coverage in the same manner as the armed forces calculated the success of the actual invasion. Equipment, transportation, manpower were involved. Familiarity with all branches of military service was a necessity, both allied and enemy. Largely untried,

completely unrehearsed, the networks faced D-Day with their fingers crossed but with a determination to fulfill the destiny to which the growth of their industry had brought them. More than a hundred correspondents were involved in this assignment, aided by several thousand men and women on news desks, at control boards and at shortwave sending and monitoring stations, engineering and communications experts, foreign office managers and local station personnel, all the way back to the last person who helped to get the broadcasts out to the listeners of his station in his area.

On the field were additional correspondents of local radio stations, each of whom had his primary obligation to his home transmitter.

Ready to pour story after story into broadcast channels were also the hundreds of correspondents of national and international press associations, who serve press and radio alike in the gathering of news.

When H-Hour came, in the early morning of June 6th, this giant communications pattern leaped into electrical life across the entire face of the globe. The story as we know it in America need hardly be repeated. Local stations everywhere went on the air and stayed on as long as the invasion news went around the clock. All regular programs, commercial or sustaining, were either cancelled or revised to accommodate the flow of programs and bulletins from abroad. Each of the four major networks, NBC, CBS, Blue and Mutual, made more than one hundred invasion broadcasts during the first twenty-four hours. Not all of these were from abroad. Some of them originated here, to show the temper of the folks at home, to bring prayer and words of comfort to those who listened with anxiety.

More than nine hundred local news rooms and program departments augmented the network service with news reports received from press-radio wire services and station correspondents and with added features of strictly local interest and value to civic morale.

The greatest thing to remember about radio's coverage of the invasion of Europe is that quality of radio which distinguishes it from all other forms of communication. It is instantaneous. No matter how complicated its gathering system, no matter how far afield its point of origin, the human voice or other sounds occurring at its nethermost end are transmitted instantly to the four corners of the world. Although these impulses pass through a thousand hands at control points all along the way, they pass through all those hands at the same instant. They are not passed to one and then to the other, finally reaching the end. Consequently these control points must be synchronized to the fraction of a second, so that a word spoken on the other side of the world may be heard by a man and his wife at home in California. This flawless performance, which enabled millions of Americans to stand by their loved ones in spirit and affection as at no other time in the history of the world, was the contribution of radio and its people on D-Day.

But let me review briefly another type of contribution which radio has made since the beginning of this war. After flashing the dramatic news of the attack on Pearl Harbor, the broadcasting industry stood well up in line to receive its assignments from a government at war. What it could do was problematical, although its spontaneous cooperation in the projects of national defense were well known and appreciated. Deluged at first with wartime demands, many of which were conflicting and confusing, the broadcasters soon realized the need for coordination. Consequently what is now the Radio Branch of the Office of War Information, with the aid of stations, networks and advertisers, set up an allocation plan. Under this plan the requirements of all government agencies, civil and military, were presented to the stations in orderly fashion and received business-like treatment calculated to produce best results. The stations were free to contribute additional time, talent and facilities if they chose, and all of them have, quite generously, but the allocation plan furnished a guide and a systematic working arrangement. Recruiting for all branches of the armed forces, War Bond Drives, salvage, blood donor and conservation campaigns, the Office of Civilian Defense and many other vital war activities received powerful stimu-

lation from the nationwide promotion activities of radio and its advertisers.

As a matter of fact, the figure compiled by the Office of War Information representing the number of listener impressions delivered by radio since April, 1942, is almost too big to grasp. Through the OWI allocation plan alone, radio has delivered since April, 1942, listener impressions totaling 54,560,257,000.

A listener impression is a message broadcast one time to one person. Over a period of time many different messages were broadcast to the same person. Likewise the same people heard the same messages more than one time. Anyone here should be willing to testify to that. The broadcasters themselves frequently wonder if now and then they do not approach the saturation point on war messages. But people have to be told the same things more than once, to produce results. And radio produces results.

The OWI figure, 54,560,257,000 listener impressions, means that America's population, which listens to the radio practically 100%, has been covered completely more than 400 times. Radio has sold this war and its responsibilities to one hundred and thirty million people more than four hundred times since April of 1942.

Rather than slacking up in 1944, the first twenty-nine weeks show a figure of 18,662,713,000 listener impressions, which accounts for a third of the total of the entire period since 1942.

This was for recruiting, conservation, salvage, War Bond Drives, blood donors and numerous government campaigns which any radio listener should recognize by now.

You might say, "Why, I'm sure I've heard these messages myself more than four hundred times over my radio." Quite possibly you have. But consider the millions of people in outlying areas, the great diversification of living habits. The value of radio is its ability to reach *everybody* at least a *few times*. Radio produced a national consciousness of war which is without parallel in the history of the world. And it is after all the national consciousness which *wins* wars.

What enabled this tremendous coverage of our population? Receiving sets, first, so people could listen. Programs, second, to keep them listening. The history of receiving set manufacturing in this country is another long story, and an important one in accounting for radio's contribution to the American way of life. Here again the growth was gradual, from the large cumbersome and expensive consoles to the small, compact inexpensive table models. The greatest accomplishment of the radio manufacturers, but typical of America's sales and distribution system, was the creation and marketing of radio receivers at a price level permitting every man, woman and child to enjoy and benefit from this marvelous medium of communication.

We say that we reached the people. Let us see how *effectively* they were reached. Did we produce results? On the 27th of May, 1943, the War Advertising Council made a report on the success with which radio had been used in behalf of the war during the year 1942. Permit me to quote from this report:

"Candidates for Marine Officers schools jumped 40 per cent after two weeks of national radio promotion, June 8th through the 21st, 1942.

"Glider Pilots' were sought for two weeks from July 6th to 20th. 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.

"The Coast Guard after a three-week campaign, from July 20th to August 10th, increased the number of applications being received for Reserve Officers training at least 40 per cent.

"'Army-Navy Nurses' ran for three weeks, from July 27th to August 17th. 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.

"The Signal Corps drive, August 10th through the 23rd, upped recruits over 800 per cent.

"'Army Specialists' were sought from October 5th to 19th, and on the Baseball Allocation Plan, a tie-up with baseball broadcasts, from September 21st to October 5th. 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.

"'Non-Combat Pilots' was carried for one week beginning November 2nd. The CAA hoped for 50,000 returns. At the end of the 7-day period a total of 104 inquiries was assured.

"'Don't Travel at Christmas'—A breakdown of transportation during Christmas of 1942 loomed unless civilian travel was curtailed. Radio went to work. On many railroads less traveled than last Christmas. The Office of Defense Transportation reported the much-feared breakdown completely averted. And *all* soldiers who wanted to get home got there.

"'V-Mail'—This was an Army and Navy problem. One sack of V-Mail equals 65 sacks of regular mail. The week before the radio campaign, one-half million V-Mail letters were handled—during the third week of the campaign, one-and-a-quarter million—116 per cent increase. Today the increase is between 150 to 200 per cent." That was in May of 1943.

"'Shoe Rationing'—This campaign was so secret the OWI called it Oyster Campaign. It had to be broken on Sunday at 3:00 P. M. to eliminate a run on shoe stores. No Sunday newspapers could be used because they were all printed Saturday night. Radio had not only to tell consumers they couldn't buy without ration coupons, it also had to tell shoe dealers they couldn't open Monday. Very few instances of dealers not hearing were reported.

"'Recruitment of War Workers through the U. S. Employment Service gained 21 per cent in January 1943 over the previous month, with radio help."

All this happened in the first year of the war, when the responsibilities of war had to be explained to a nation which was almost stubborn for peace before Pearl Harbor. Instilling the idea of war was a major job alone without undertaking to promote and make effective its various processes such as I just covered in the War Advertising Council report. How did radio do it?

You will remember I said that in the beginning advertisers went on the radio with announcements and programs and guessed at the right continuity, the right kind of program content, the right time of day or night, and were joined in this guessing game by radio people themselves. Suppose the government had been faced with the same necessity?

The answer is that radio had developed scientific measurement of size and type of audiences and how to reach them. This was another slow and painstaking process in bringing the medium to the point where, in 1942, it had strategic importance to this nation at war. Radio knew, for example, that twenty million women listened regularly to daytime serials or soap operas, as they are frequently called. Here was the place for wartime messages on conservation, salvage, Civilian Defense and a host of subjects most appropriately directed to the homemakers of our country.

Radio knew the size and type of audiences which listened to its popular comedians, its musical shows, news, public forums, sports broadcasts—everything on the program schedule. Each one presented opportunities for reaching certain types of individuals or large mixed audiences. The War Advertising Council report mentioned the Baseball Allocation Plan. This meant that messages directed to men who would make the best Army Specialists were inserted in the play-by-play accounts of baseball games—because it was a known fact that the men of all classes and particularly men of technical skill, mechanics, machinists and others, were listening to baseball broadcasts. It produced results.

This knowledge of radio's potentialities existed not only on a national basis, with regard to network and nationally

syndicated transcribed programs, it was just as much alive in the minds of station managers who had local programs with particular possibilities in local broadcast areas. The five War Bond Campaigns illustrate better than anything else what stations have done in their home towns to further the war effort. The reports of local station activities in behalf of the five War Bond drives fill a tremendous filing space at the headquarters of the National Association of Broadcasters. Stations filled huge auditoriums with purchasers of individual War Bonds who came to see radio talent shows—they held bond rallies on the city streets—they brought in public officials and returned war heroes for special broadcasts—they organized and promoted civic club drives—they worked with the city schools on door-to-door canvasses—they helped stage movie premieres—they devoted entire program schedules, 18 and 19 hours at a stretch, to bond selling—they set up bond booths in their own reception rooms—they sent their own personnel out on the street selling and delivering bonds to purchasers who called in as a result of broadcasts.

In morale-building activities, stations have staged camp shows, sent travelling troupes over wide areas to entertain members of the armed forces, picked up and broadcast practice maneuvers, sent out to all parts of the world and brought back the recorded voices of loved ones from that area, so the home folks could hear them, broadcast for jobs for returning veterans, equipped hospitals with sound systems and radio receivers, in short, pursued every avenue of activity wherein they might perform a public service as centers of local communication.

The full story of individual station cooperation with the war effort may never be told. It is too great to be recorded. It has been of such a nature as to defy factual analysis. It can best be described as whole radio station staffs, everyone engaged in broadcast operations, living, breathing and feeling the war with such intensity that it has permeated every word and every program emanating from their transmitters. This kind of Americanism cannot be reduced to writing. It can only be felt by the millions who listen and are inspired.

I want to give you another example that points up the magnitude of radio's contribution to America at war. In common with the other advertising media broadcasting has kept a running record of the contributions which have been made by the advertisers and the industry itself toward the support of the war effort.

It was radio's wish to figure this contribution in terms of time on the air . . . one hour programs, half-hour programs, fifteen-minute programs and announcements, and at first the records were kept on that basis. A difficulty, however, was soon encountered. The Government desired to know what was the total contribution of all advertising media toward the war. One newspaper page, plus one magazine page, plus one billboard, plus one-hour on the air equals what? We had to arrive at a common denominator. The obvious answer was to express the result in terms of dollars.

A technical method was reached for solving this problem in the radio field and the results surprised even the broadcasters themselves. During 1943 the total contribution of advertisers, broadcasting stations and networks, to the campaigns carried on by the Government in furtherance of the war amounted to the very considerable sum of slightly in excess of \$202,000,000.

What does all this demonstrate? It demonstrates radio's effectiveness as a medium of communication in time of war. Radio has the same effectiveness in a peacetime economy but with less public significance . . . for it is not so readily apparent that radio's operation in the public interest constitutes two-fisted maintenance of the American way of life.

Public service groups . . . organized for the promotion of health, safety, law enforcement and general social advancement . . . should profit much from a study of radio's record in this war. They will learn that radio is phenomenally effective. It reaches people and causes them to feel and act. It does so by virtue of its trained personnel, technical equipment and years of experience in its form of public approach. They will learn that the people of radio are instinctively attuned to public service. Such people can be inspired to the pitch of a crusade for a laudable

project. Public service groups will learn that there is no end to the manner and places in which radio can perform . . . through the networks, through loyal and public-spirited advertisers . . . and by all means through local station personnel. The result should be notable improvement in the relations between those whose superior knowledge of specialized social problems entitles them to the friendly counsel and cooperation of broadcasters who are in turn best qualified to communicate those problems and their suggested solutions to the people.

Radio stations are licensed to operate "in the public interest, convenience and necessity." The least important is "public convenience" . . . the next in importance is "public interest" and the most important is "public necessity." The words, "necessity is the mother of invention," were never so true as when they challenged radio's science, talent and resources to help fight a war for civilization's survival. The Chief Signal Officer of the Army of the United States, in awarding the broadcasting industry a Certificate of Appreciation for loyal and patriotic services, wrote as follows:

"This acknowledgment of your distinguished contribution in furtherance of a future world at peace will be inscribed forever in the annals of the Signal Corps."

It is our hope that the radio industry will find the same inscription in the hearts of the American people.

In Memoriam

Mark N. Smith, Director of Merchandising and Research for KMBC, died suddenly on July 15 at his home in Kansas City. He was 64 years of age. He was one of the early pioneers in the field of radio research and was widely recognized for his contribution to the development of many of the standard research methods and procedures employed today throughout the broadcasting industry. Mr. Smith had been associated with Mr. Arthur B. Church, owner and president of KMBC, for 13 years.

Mr. Smith is survived by his wife, Mrs. Helen Smith, prominent in Kansas City Red Cross affairs, and a son, Rex, now an Apprentice Seaman, USNR in V12 training.

TALENT SPARKS WAVE DRIVE

Stars from every phase of the entertainment world volunteered their services to the Navy for a new WAVE transcribed recruiting series called "Something For The Girls" beginning this month on an estimated 450 radio stations. The fourteen 15-minute broadcasts in the series feature performances by Eddie Cantor, Helen Hayes, Frank Sinatra, Barry Wood, Kate Smith, Morton Gould, Alec Templeton, Morton Downey, Fred Waring, Guy Lombardo, Lyn Murray, Howard Lindsay and Dorothy Stickney, Jeanne Cagney, Harry Cool, Ray Block, Clifton Fadiman, Al Goodman, Russell Bennett, Mark Warnow, Benny Goodman, Raymond Scott, Ed Sullivan and many others.

From the variety field came Eddie Cantor, with his complete show, including Nora Martin, Harry Von Zell and Vincent Travers' orchestra. Helen Hayes contributed a stirring performance in an original radio play, with Lyn Murray writing a special score as well as conducting the orchestra. Hollywood delivered Jeanne Cagney in a comedy routine and Carol Thurston as "Betty Wave" in the Russell Bennett musical picture composed especially for the

WAVES. Singers Frank Sinatra, Barry Wood, Morton Downey and Harry Cool trotted out their best vocal arrangements for the series. The Theater's favorite team, Dorothy Stickney and Howard Lindsay, collaborated on an amusing modern take-off on "Life With Father."

Popular dance music is represented by Guy Lombardo's Royal Canadians. Top novelty pianist Alec Templeton joined Morton Gould and his 50-man orchestra for 15 minutes of musical enjoyment. Benny Goodman's trio, Raymond Scott's orchestra and Columnist Ed Sullivan collaborate on a jazz show.

Kate Smith brought along Ted Collins and Jack Miller's band for an exciting session of favorite songs. Fred Waring's Pennsylvanians picked outstanding songs for their contribution.

Radio's leading announcers were unanimous in volunteering their services to the Navy. Clifton Fadiman, of "Information Please," took over announcing duties on the Lyn Murray-Howard Lindsay and Dorothy Stickney broadcast. John Reed King, Frank Gallop, Tom Shirley, Ward Wilson, Harry Von Zell, Bret Morrison, Jim Ameche, David Ross, Barry Gray, Dan Seymour and John Allen Wolf are among the word-flinging notables.

The series was approved by The American Federation of Musicians, A.S.C.A.P., B.M.I., AFRA and OWI, all of which cooperated fully.

The broadcasts are intended to keep WAVE recruiting at a high year-round level. They stress the advantages of the Women's Reserve of the Navy and offer free booklets for interested women.

They were produced by the Radio Section, Third Naval District, Public Relations Office, in behalf of the Navy. All WAVE recruiting activities for 1944 are on a voluntary basis, a small appropriation being for incidentals only.

BALCH LAUNCHES "VOTE" CAMPAIGN

Owen H. Balch, manager, KSAL, Salina, Kansas, is well started on a campaign over his station to get out the vote next November. His basic theme is that the individual must vote to have a say "in this government of the people, for the people, by the people."

The first phase of the campaign, devoted to registration, ended July 21. The current phase urges voting in the August primary. After primary results are known Mr. Balch will urge voting in the November election.

Below are four sample announcements prepared at KSAL:

July 21 . . . That's a red letter day to you Americans. That's the last day on which you can register to vote in the Fall. When you think that our men are fighting and dying right now to uphold a privilege on which America's future is based . . . you'll remember that date. July 21 . . . the last day you can register to vote. Go to the polls this Fall and use your voting rights.

A privilege worth fighting for is worth exercising. Your son in uniform is fighting to keep the privilege yours and his. It's up to you to exercise the privilege while he is on the battlefield. Make definite plans now to vote in the August primary and the November election.

Millions of fighting men and women are relying on you at home to carry on for them. They're relying on YOU to uphold democracy on the home front as they are defending it on the fighting front. Do so by voting this Fall. Your vote this year speaks both for you and for the fighting forces.

If democracy is worth fighting and dying for, it's worth voting for. Make use of your voting power this Fall. Millions of American men are fighting to preserve that power for you. Keep faith with them by voting . . . so they may come home to the democratic way of life they fought for. It is a duty and a privilege to vote.

KMBC-FM MAKES COMMERCIAL BOW IN KANSAS CITY

KMBC sends the following release:

One of America's pioneer radio stations, KMBC, basic affiliate of the Columbia Broadcasting System in Kansas City, went on the air June 24th with a commercial FM outlet operating under the call letters of KMBC-FM. Rated power is 1500 watts, and antenna system is located atop the tallest building in Kansas City, that of the Power and Light building.

Appearing on the first program originating through the new station were prominent officials from CBS in New York and Chicago and network affiliates from the North Central district. Those included were William Lodge, chief engineer of CBS; Howard Lane, director of public relations; Craig Lawrence, then general manager of KRNT of Des Moines; Hugh B. Terry, manager of KLZ in Denver, and Hugh Feltis, general manager of KFAB at Lincoln, Nebraska.

Arthur B. Church, president of the Midland Broadcasting Company, announced that KMBC-FM is now operating from noon to KMBC signoff weekdays and throughout the regular broadcast day on Sunday, synchronizing programming with that of KMBC.

DR. DE FOREST ON TELEVISION

MEXICO CITY—Mexico may soon be the scene of one of the world's first regular television broadcasts in color, according to a promise made here recently by Dr. Lee De Forest, famed scientist and inventor of the vacuum tube. Dr. De Forest came to this city early in June at the invitation of the Mexican Government to discuss plans for a proposed television station and the manufacture of inexpensive radio and television receivers in this country.

The distinguished scientist, whose genius made possible such modern miracles as long-distance radio communication, sound-pictures, television, short-wave diathermy and countless other applications of electronics, spent a month here conferring with government officials and leaders of the Mexican radio and motion-picture industries. Before leaving for the United States at the beginning of July, Dr. De Forest announced that he expected to return to Mexico in September, ready to begin work.

Foremost among his projects are a powerful television transmitter and a large plant for the production of radio and television sets which reportedly would be sold for 600 to 700 pesos apiece—approximately \$120 to \$140, respectively. Almost \$500,000 was pledged for the building of television installations by members of the National Cinematographic Chamber at a recent banquet here in honor of Dr. De Forest, the money to be used to supplement government aid where necessary.

Also included in Dr. De Forest's plans is a great educational center in Mexico for study and research in electronics. The center would cost in the neighborhood of \$1,000,000 and would serve as a scientific laboratory for almost 5,000 students from all the American republics, according to Dr. De Forest. Moreover, it would serve as a central clearing house for translating all literature on electronics into Spanish and Portuguese, for publication and distribution in Latin American countries.

Preliminary conversation with Dr. Jaime Torres Bodet, Secretary of Public Education here, have resulted in an announcement that a technical commission is being

formed to study plans for establishing the electronics center in the near future. Present plans call for the center to be directed by Dr. De Forest.

McGEE LEAVES WPB

Charlie H. McGee, Sr., of the Domestic and Foreign Branch of the Radio and Radar Division of the War Production Board, has resigned effective August 1 to return to private activity as a manufacturers' representative in Washington.

Mr. McGee, who is Chief of the Orders and Appeals Section of the Domestic and Foreign Branch, entered Government service in November 1941, in the Contract Distribution Branch of the Office of Production Management, which preceded WPB. In October, 1942, he became associated with the Aircraft Production Division of WPB and transferred to the Radio and Radar Division when it was formed in January, 1943.

Before entering Government, Mr. McGee was connected with several national organizations on production and organization problems, including General Motors, the Democratic National Committee and Hurtz Engineering Corporation. He was secretary and treasurer of the latter firm for a number of years.

FCC EDUCATIONAL RADIO COMMITTEE

The FCC has appointed a committee on educational radio, with Commissioner Durr, chairman; and Chief Engineer Adair and Edward Becker as the other members.

Federal Communications Commission Docket

HEARINGS

No broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, July 24.

Federal Communications Commission Action

APPLICATIONS GRANTED

- WHOM-WBAC—Paul F. Harron, Joseph Lang, Margaret Harron and Helen R. Lang (transferors), Iowa Broadcasting Co. (transferee), New Jersey Broadcasting Corp. (Licensee), Jersey City, N. J.—Granted voluntary transfer of control of New Jersey Broadcasting Corp., licensee of Station WHOM and relay station WBAC, by transfer of 2,500 shares, or 100 per cent, of issued and outstanding capital stock from Paul F. Harron, Joseph Lang, Margaret Harron and Helen R. Lang to Iowa Broadcasting Company for a consideration of approximately \$403,528.63 (Commissioner Durr dissented). (B1-TC-389)
- KSO—Iowa Broadcasting Co. (assignor), Kingsley H. Murphy (assignee), Des Moines, Iowa—Granted consent to voluntary assignment of license of Station KSO from Iowa Broadcasting Co. to Kingsley H. Murphy, for total consideration of \$275,000. (B4-AL-418)
- KFJI—George Kincaid, Executor of Estate of John A. Kincaid, deceased (transferor), George Kincaid (transferee), KFJI Broadcasters, Inc. (Licensee), Klamath Falls, Oregon—Granted consent to transfer of control of licensee corpora-

tion from George Kincaid, executor of the last will and testament of John A. Kincaid, deceased, to George Kincaid; no monetary consideration involved. (B5-TC-384)

KTMS—News-Press Publishing Co., Santa Barbara, Calif.—Granted extension of special service authorization to permit broadcasting under control and direction of Pacific Coast Maritime Industry Board, as a public service and without charge, of information to longshoremen at 2:30 p. m. PST, daily and Sunday, for the period August 1, 1944, to not later than July 31, 1945. (B5-SSA-111)

KFXD—Frank E. Hurt (transferor), Frank E. Hurt & Son, a partnership composed of Frank E. Hurt and Edward P. Hurt (transferees), Nampa, Idaho—Granted consent to voluntary assignment of license of Station KFXD from Frank E. Hurt, an individual, to Frank E. Hurt & Son, a partnership composed of Frank E. Hurt and Edward P. Hurt (his son); no monetary consideration. (B5-AL-414)

KQV—KQV Broadcasting Co., Pittsburgh, Pa., and WJAS, Pittsburgh Radio Supply House, Pittsburgh, Pa.—Granted petition for further postponement of the effective date of Section 3.35 (multiple ownership rule) to October 1, 1944.

HEARINGS DESIGNATED

F. R. Pidcock, Sr., and James M. Wilder, d/b as Georgia Broadcasting Co., Savannah, Ga.; A. C. Neff, Savannah, Ga.; **WGPC**—J. W. Woodruff and J. W. Woodruff, Jr., d/b as Albany Broadcasting Co., Albany, Ga.—Designated for consolidated hearing applications of (1) Georgia Broadcasting Co. for new station at Savannah, Ga. (2) A. C. Neff for new station at Savannah, Ga., and (3) Albany Broadcasting Co., licensee of Station WGPC, to move WGPC from Albany to Savannah and change frequency from **1450 to 1400 ke.** (B3-P-3606; B3-P-3628; B3-P-3643, respectively).

KRJ—Fisher's Blend Station, Inc., Seattle, Wash.—Designated for hearing application for renewal of license of Station KJR and auxiliary, to be heard with application of Station KOMO for renewal of license (consolidated hearing). (B5-R-63)

KROW—Educational Broadcasting Corp., Oakland, Calif.—Designated for hearing application for renewal of license of Station KROW; to be heard with application of Station KSFO, San Francisco, Calif., for renewal of license; consolidated hearing.

WDBJ—Times-World Corp., Roanoke, Va.—Designated for hearing application for renewal of license of main and auxiliary transmitter. (B2-R-387)

LICENSE RENEWALS

Granted renewal of licenses for following stations for the period beginning August 1, 1944, and ending not later than May 1, 1947:

KARK, Little Rock, Ark.; **KFKA**, Greeley, Colo.; **KFKU**, Lawrence, Kans.; **KFSG**, Los Angeles, Calif.; **KRSC**, Seattle, Wash.; **KSAL**, Salina, Kans.; **WUSD**, Vermillion, S. Dak.; **WDAE**, Tampa, Fla.; **WFLA**, Tampa, Fla.; **WICA**, Ashtabula, Ohio; **WJAR** and auxiliary, Providence, R. I.; **WJHL**, Johnson City, Tenn.; **WLBL**, Stevens Point, Wisc.; **WQAN** and auxiliary, Scranton, Pa.; **WRC**, Washington, D. C.; **WSBT** and auxiliary, South Bend, Ind.; **WTAW**, College Station, Texas; **WTMA**, Charleston, S. Car.; **WTRY**, Troy, N. Y.; **WWJ** and auxiliary, Detroit, Mich.; **KLX**, Oakland, Calif.; **KSEI**, Pocatello, Idaho; **WBAA**, West Lafayette, Ind.; **WTTM**, Trenton, N. J.; **KPRC**, Houston, Texas; **KRRV**, Sherman, Texas; **KWSC**, Pullman, Wash.; **WBRC**, Birmingham, Ala.; **WREN**, Lawrence, Kans.; **WSIX**, Nashville, Tenn.; **WTAD**, Quincy, Ill.

Granted renewal of licenses for following stations for the period ending not later than May 1, 1946:

WSGN, Birmingham, Ala.; **WLBZ**, Bangor, Maine.

Granted extension of following station licenses upon a temporary basis only, pending determination upon applications for renewal of licenses, in no event later than October 1, 1944:

KOIN, Portland, Ore.; **KRKD**, Los Angeles, Calif.; **KSWO**, Lawton, Okla.; **KTKN**, Ketchikan, Alaska; **KTW**, Seattle, Wash.; **WAAF**, Chicago, Ill.; **WAAT** and auxiliary, Newark, N. J.; **WAPO** and auxiliary, Chattanooga, Tenn.; **WBBB**, Burlington, N. C.; **WBEN** and auxiliary, Buffalo, N. Y.; **WCAE** and auxiliary, Pittsburgh, Pa.; **WCOC**, Meridian, Miss.; **WCOP**, Boston, Mass.; **WDFD** and auxiliary, Flint, Mich.; **WISN** and auxiliary, Milwaukee, Wisc.; **WJAX**, Jacksonville, Fla.; **WJBO**, Baton Rouge, La.; **WKY** and auxiliary, Oklahoma City, Okla.; **WKPA**, New

Kensington, Pa.; **WPAT**, Paterson, N. J.; **WPEN** and auxiliary, Philadelphia, Pa.; **WRRF**, Washington, N. C.; **KPAC**, Port Arthur, Texas; **WRNL** and auxiliary, Richmond, Va.

Granted further extension of following station licenses upon a temporary basis only, pending determination upon application for renewal of license, in no event later than October 1, 1944:

KDAL, Duluth, Minn.; **KFAB**, Lincoln, Nebr.; **KFQD** and auxiliary, Anchorage, Alaska; **KGFX**, Pierre, S. Dak.; **KTAR**, Phoenix, Ariz.; **KTSA**, San Antonio, Texas; **KWKH**, Shreveport, La.; **WATL**, Atlanta, Ga.; **WAYS**, Charlotte, N. C.; **WBBM**, Chicago, Ill.; **WBT**, Charlotte, N. C.; **WCAX**, Burlington, Vt.; **WGTC**, Greenville, N. C.; **WHN** and auxiliary, New York, N. Y.; **WIBG**, Glenside, Pa.; **WIND** and auxiliary, Chicago, Ill.; **WING**, Dayton, Ohio; **WJJD**, Chicago, Ill.; **WKAQ** and auxiliary, San Juan, P. R.; **WMT**, Cedar Rapids, Iowa; **WNEW** and auxiliary, New York, N. Y.; **WPRA**, Mayaguez, P. R.; **WWDC** and synchronous amplifier, Washington, D. C.

KMTR—**KMTR** Radio Corp., Hollywood, Calif., and **KIEV**, Cannon System, Ltd., Glendale, Calif.—Granted 30-day extension of licenses of Stations **KMTR** and **KIEV**.

WSPA—Spartanburg Advertising Co., Spartanburg, S. Car.—Granted 30-day extension of license of Station **WSPA**.

KFDM—Beaumont Broadcasting Corp., Beaumont, Texas—Granted renewal of license of Station **KFDM**.

WCSH—Congress Square Hotel Co., Portland, Maine—Granted renewal of license of Station **WCSH**. (B1-R-148)

KHJ—Don Lee Broadcasting System, Los Angeles, Calif.—Granted renewal of license of Station **KHJ** and auxiliary. (B5-R-22)

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Granted renewal of license of Station **KQW**. (B5-R-46)

WFMD—Monocacy Broadcasting Co., Frederick, Md.—Granted renewal of license of Station **WFMD**. (B1-R-875)

WSAZ—**WSAZ**, Inc., Huntington, W. Va.—Granted renewal of license of Station **WSAZ**. (B2-R-299)

W2XWE—**WOKO**, Inc., Albany, N. Y.—Granted further extension of license upon a temporary basis only, pending determination upon application for renewal of license, not later than October 1, 1944. (B1-SFB-18)

MISCELLANEOUS

WGY—General Electric Company, Schenectady, N. Y.—Granted construction permit for auxiliary to decrease power from 50 KW to 5 KW, and make changes in transmitting equipment. (B1-P-3645)

KBKR—Baker Broadcasting Co., Baker, Ore.—Granted modification of license to change corporate name from Baker Broadcasting Co. to Inland Radio, Inc. (B5-ML-1200)

WLAP—American Broadcasting Corp., Lexington, Ky.—Granted authority to determine operating power by direct measurement of antenna power in compliance with Section 3.54. (B2-Z-1602)

KFBL—Frontier Broadcasting Co., Cheyenne, Wyo.—Granted license to cover construction permit for new relay broadcasting station. (B5-LRY-302)

KUDT—A. H. Belo Corp., Dallas, Texas—Granted modification of construction permit to change the designated transmitter location from fixed at 1122 Jackson St., Dallas, Texas, to portable. (B3-MPRE-58)

KFBM—Frontier Broadcasting Co., Cheyenne, Wyo.—Granted license to cover construction permit for new relay broadcast station. (B5-LRE-432)

WELD—**WBNS**, Inc., Columbus, Ohio—Granted license to use transmitter formerly licensed to experimental high frequency broadcast station **W8XVH** as an auxiliary transmitter. (B2-LH-49)

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

Baltimore Broadcasting Corp., Baltimore, Md.; Consolidated Broadcasting Corp., Ltd., Los Angeles, Calif.; Hearst Radio, Inc., Baltimore, Md.; **KRLD** Radio Corp., Dallas, Tex.; **KTRH** Broadcasting Co., Houston, Tex.; North Carolina Broadcasting Co., Inc., Greensboro, N. C.; Poughkeepsie Newspapers, Inc., Poughkeepsie, N. Y.; A. A. Schechter, Providence, R. I.; Thames Broadcasting Corp., New London, Conn.; Leonard A. Versluis, Grand Rapids, Mich.; Voice of Alabama, Inc., Birmingham, Ala.; **WFBM**, Inc., Indianapolis, Ind.

WOV—In re application of Arde Bulova and Harry D. Henshel (transferors), Murray Mester and Meyer Mester (transfer-

ees), for transfer of control of Wodaam Corp., New York City—Granted motion of Murray Mester and Meyer Mester for an order to take depositions in the hearing on the application in re Docket No. 6598. (Action taken 7/15)

The Commission on July 18 denied request for review by the Commission en banc, filed by Harwell V. Shepard, licensee of Station KDNT, and affirmed the action of Motions Commissioner Case of July 12 granting authority to Beauford H. Jester, et al, to take depositions in re application for new station at Waco, Texas (Docket 6218), which is scheduled for consolidated hearing with applications of KDNT (Docket 6352), WACO (Docket 6590), and Truett Kimzey (Docket 6589).

WABI—Community Broadcasting Service, Bangor, Maine—Granted motion to continue the date for taking depositions now scheduled for July 18, to August 25, 1944, in connection with the applications for modification of construction permit and renewal of license of Station WABI in Dockets 6579 and 6580. (Action taken 7/17) Also ordered that the hearing now set for August 7, 1944, in re above Dockets be continued to September 6, 1944. (Action taken 7/14)

The following applications for construction permits for new non-commercial educational broadcast stations were placed in pending file:

Board of Education of the City of Atlanta, Atlanta, Ga.; The Board of Education of the School District of the City of Detroit, Detroit, Mich.

Raymond C. Hammett, Talladega, Ala.—Granted motion insofar as it requested dismissal of application for construction permit; denied request to dismiss "without prejudice." (Docket 6402)

KVOE—The Voice of the Orange Empire, Inc., Ltd., Santa Ana, Calif.—Granted motion for postponement for 90 days of further hearing on application for construction permit to operate on 1480 kc., 1 KW power, unlimited. (Docket 6421)

WGKV—Kanawha Valley Broadcasting Co., Charleston, W. Va.—Upon the Commission's own motion, ordered that the hearing be continued from August 3 to August 23, 1944, in re applications for renewal of license and for relinquishment of control. (Dockets 6558 and 6581)

International Union, United Automobile, Aircraft and Agricultural Implement Workers of America—Passed over for one week the petition for order directing the taking of depositions and the issuance of a subpoena in re Docket No. 6631.

Granted petition of KNOE, Inc., joined in by Liner's Broadcasting Station, KMLB, for severance of the consolidated hearing scheduled in Dockets 5994 and 5995. Granted petition of KMLB for 30 days' continuance of its hearing in Docket 5994.

WRLD—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Granted modification of construction permit which authorized a new standard broadcast station, for extension of completion date from July 15 to August 18, 1944. (B3-MP-1753)

James F. Hopkins, Inc., Ann Arbor, Michigan—Adopted Order dismissing without prejudice motion for continuance of consolidated hearing on the applications of James F. Hopkins, Inc., and Washtenaw Broadcasting Co., Inc., for construction permits for new station. (Dockets Nos. 6230 and 6231)

KNOE, Inc., Monroe, La.—Adopted an Order continuing the hearing now scheduled for July 24 to August 7, 1944, in re application of KNOE, Inc., for construction permit and modification thereof. (Docket No. 5995)

The Commission directed that the special service authorizations of Stations KFAB, Lincoln, Nebraska, and WBBM, Chicago, Ill., for synchronous operation from sunset at Lincoln, Nebraska, to 12 midnight, expiring August 1, 1944, be further extended upon a temporary basis only for the period ending not later than October 1, 1944; granted upon the express condition that it may be terminated by the Commission at any time without advance notice or hearing if in its discretion the need for such action arises. (B4-S-681; B4-S-543)

The Commission 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 August 1 to not later than October 1, 1944, upon the same terms and conditions as the existing authorization for such operation.

APPLICATIONS FILED AT FCC

580 Kilocycles

KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—Modification of construction permit (B3-P-3062 which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use, and move of transmitter and studio) for extension of completion date from 8-31-44 to 10-10-44.

620 Kilocycles

WKAQ—Radio Corporation of Porto Rico, San Juan, P. R.—Modification of construction permit (B-P-3489, as modified which authorized move of transmitter and studio) for extension of completion date from 7-26-44 to 1-26-45.

WKAQ—Radio Corporation of Porto Rico, San Juan, P. R.—Modification of construction permit (B-P-3501 as modified which authorized move of auxiliary transmitter) for extension of completion date from 7-26-44 to 1-26-45.

770 Kilocycles

KOB—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—Extension of special service authorization to operate on 770 kc., 25 KW night, 50 KW day, unlimited time for the period beginning 10-1-44.

970 Kilocycles

WFLA—The Tribune Company, Tampa, Fla.—Modification of construction permit (B3-P-3491 which authorized increase in power and changes in directional antenna for night use) for extension of completion date from 8-1-44 to 9-15-44.

1230 Kilocycles

WHLN—Blanfox Radio Company, Harlan, Ky.—License to cover construction permit (B2-P-3556) which authorized change in frequency, antenna and ground system.

WHLN—Blanfox Radio Company, Harlan, Ky.—Authority to determine operating power by direct measurement of antenna power.

1250 Kilocycles

KTMS—News-Press Publishing Co., Santa Barbara, Calif.—Extension of special service authorization to permit broadcasting under the control and direction of the Pacific Coast Maritime Industry Board, as a public service and without charge of information to longshoremen for the period beginning 8-1-44.

1270 Kilocycles

KGCU—Mandan Radio Association, Mandan, N. Dak.—Voluntary transfer of control of licensee corporation from J. K. Kennelly and T. G. C. Kennelly (joint owners), J. K. Kennelly and Palace Theatre Company to W. S. Russell, H. S. Russell, W. R. Russell, H. W. Lanterman, A. M. Femrite, W. H. Walton and F. M. Foster.

1340 Kilocycles

NEW—Ewing C. Kelly, David R. McKinley and Vernon Hansen, d/b as Central Valleys Broadcasting Co., Sacramento, Calif.—Construction permit for a new standard broadcast station to be operated on 1340 kc., 250 watts power and unlimited time.

NEW—Lincoln Dellar, Sacramento, Calif.—Construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation.

1350 Kilocycles

KGHF—Curtis P. Ritchie, Pueblo, Colo.—License to cover construction permit (B5-P-3414) which authorized increase in daytime power and changes in equipment.

KGHF—Curtis P. Ritchie, Pueblo, Colo.—Authority to determine operating power by direct measurement of antenna power.

1490 Kilocycles

- WRLD—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Company, West Point, Ga.—License to cover construction permit (B3-P-3543 as modified) which authorized construction of a new standard broadcast station.
- WRLD—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Company, West Point, Ga.—Authority to determine operating power by direct measurement of antenna power.

FM APPLICATIONS

- NEW—The Crosley Corporation, Columbus, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46500 kc.** with coverage of 12,400 square miles.
- NEW—John E. Fetzer and Rhea Y. Fetzer, d/b as Fetzer Broadcasting Company, Grand Rapids, Mich.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43900 kc.** with coverage of 18,250 square miles.
- NEW—West Virginia Radio Corp., Morgantown, W. Va.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43500 kc.** with coverage of 33,244 square miles and two satellite stations on **49900 kc.**—one at Pittsburgh, Penna., with a coverage of 1,620 square miles and the second at Wheeling, W. Va., with coverage of 344 square miles.
- NEW—Oregonian Publishing Co., Portland, Oregon.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46100 kc.** with coverage of 13,382 square miles.
- W9XLA—KLZ Broadcasting Company, Denver, Colo.—Construction permit to change from experimental high frequency to temporary Class 2 experimental high frequency broadcast station, change frequency from **25400** to **43500 kc.** or any frequency selected by the Commission between **42000** and **50000 kc.**, change power from 100 watts to 1 KW, install new transmitter and change emission from A3 to Special, to change frequency to **43500 kc.** and to change class of station from a temporary Class 2 experimental high frequency broadcast station to a developmental broadcast station.

TELEVISION APPLICATIONS

- NEW—WFBM, Inc., Indianapolis, Ind.—Construction permit for a new commercial television broadcast station to be operated on Channel #2 (**60000-66000 kc.**).
- NEW—The Pulitzer Publishing Co., St. Louis, Mo.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (**50000-56000 kc.**).
- NEW—Jos. M. Zamoiski Co., Baltimore, Md.—Construction permit for a new commercial television broadcast station to be operated on Channel #6 (**96000-102000 kc.**).

MISCELLANEOUS APPLICATIONS

- WKLA—Karl L. Ashbacker and Grant F. Ashbacker, d/b as Ludington Broadcasting Co., Ludington, Mich.—Modification of construction permit (B2-P-3406 which authorized construction of a new standard broadcast station) for change in type of transmitter and extension of commencement and completion dates. Amended: re change in type of transmitter.
- NEW—Columbia Broadcasting System, Inc., New York, N. Y.—Extension of authority to transmit programs to CFRB and CKAC and other stations under the control of the Canadian Broadcasting Corp. for the period 9-15-44 to 9-15-45.
- W9XEK—Courier-Journal and Louisville Times Company, Eastwood, Ky.—License to cover construction permit (B2-PEB-1) which authorized construction of a new developmental broadcast station.
- WGYN—Muzak Radio Broadcasting Station, Inc., New York, N. Y.—Modification of license to change product of plate voltage times total plate current in last radio stage from 1200 to 3900.
- W9XLA—KLZ Broadcasting Co., Denver, Colo. (area of).—Construction permit for a satellite station to be used with

W9XLA as requested under B5-PEX-41 on the frequency **43500 kc.**, power of 100 watts and special emission.

KUUDT—A. H. Belo Corp., area of Dallas, Texas.—License to cover construction permit (B3-PRE-438) which authorized construction of a new relay broadcast station.

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.

Adamson Flat Glass Company et al.—Four window glass manufacturing companies, located in various States, and a glass company owned and operated by the manufacturers and which acts as a sales agent for them, are charged in a complaint issued by the Federal Trade Commission with misrepresentation and unfair and deceptive acts and practices in commerce.

The respondent manufacturers are Adamston Flat Glass Co., Clarksburg, W. Va.; Blackford Window Glass Co., Vincennes, Ind.; Harding Glass Co., Fort Smith, Ark.; and Rolland Glass Co., Clarksburg, W. Va., all engaged in the manufacture of glass, including flat glass used for installation in windows. Fourco Glass Co., Union National Bank Bldg., Clarksburg, W. Va., receives orders for glass and transmits them to the respondent manufacturers. (5195)

S. H. Kress & Co., operating a chain of retail stores in various States, with its principal office at 114 Fifth Ave., New York; Vita-Var Corporation, manufacturing and selling paints, varnishes and shellacs; Beautykote Corporation, a subsidiary of Vita-Var Corporation, engaged in the sale and distribution to syndicate and chain stores of Vita-Var Corporation products, and C. J. Robison, T. H. Gibson and E. G. Robison, respectively president, vice president, and secretary-treasurer of the Vita-Var Corporation, who are also officials of Beautykote Corporation, all located at 46 Albert Ave., Newark, N. J., are charged in a complaint with unfair and deceptive acts and practices in commerce. (5193)

Frederick Latter, 1974 Grand Ave., Bronx, and Jan Rosendaal, 10 Rockefeller Plaza, New York, individually, and George D. Boinet, 17 Bank St., New York, individually and as trustee for the benefit of creditors of Ray Forest, all trading as Ter-O-Sul Products Co., Inc. and as Decimal Chemical Co., 18 East 17th St., New York, are charged in a complaint with misrepresentation. (5194)

Washington Breeders Association, Alderwood Manor, Wash., selling and distributing chickens and baby chicks, are charged in a complaint with misrepresentation. (5196)

CEASE AND DESIST ORDER

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

Research Mfg. Corp.—An order to cease and desist from misrepresentation of the effectiveness and safety of an antifreeze solution designated "Fre-Zex" has been issued against Research Manufacturing Corp., 227 Park Square Building, Boston, and its former officers, Harold S. Guy and J. L. Seat. The respondents advertised and recommended the product for use in the cooling system of automobiles and other internal combustion engines. (5063)

STIPULATIONS

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

Nature's Aids Center, 55-28 Myrtle Ave., Brooklyn, selling and distributing medicinal preparations designated "Karpitol," "Regulator Femina," "Holly Mountain Tea (or Holy Mountain Tea)" and "Garlo Garlic Pills," represented as being remedies and cures for ailments of women and other conditions, has stipulated to cease representing that Karpitol will cure constipation or any stomach disease or ailment, will have a beneficial effect upon the symptoms of stomach disorders or will promote digestion, eliminate impurities from the body or benefit the blood, liver, kidneys or nerves; that Regulator Femina will bring about regularity of the menses or will have any beneficial effect if used during the menopause; that Holly Mountain Tea (or Holy Mountain Tea) will have any effect in relieving or curing influenza, catarrh or any chest or lung disease, or that it has been tested and recommended by institutions or universities; or that Garlo Garlic Pills will have any effect in relieving symptoms of high blood pressure. (03228)

National Birth Certificate Advisory Service, 5371 Wilshire Blvd., Los Angeles, who through radio broadcasts and by other media has represented to war workers and others that birth certificates are necessary to prove United States citizenship in obtaining employment in war factories, shipyards and Civil Service positions, has entered into a stipulation. (3841)

Puritan Laboratories, Inc., 208 Southwest 8th St., Des Moines, Iowa, manufacturing and distributing alkalized feeds for livestock and poultry, including a product designated "Min-A-Lak," has stipulated to cease and desist from designating or referring to the preparation or any product of similar composition as a dry yeast culture feed or as a yeast supplement, or representing that the yeast contained in it will promote appetite, increase assimilation, aid digestion, protect the body from nerve disease or be conducive to normal reproduction. (3872)

Allen W. Burget, 1128 Montgall Ave., Kansas City, Mo., selling and distributing a preparation in tablet form designated "Anti-To-Bacco," represented as a preventive of or cure for the tobacco habit, has stipulated to cease and desist from representing that tobacco may bring about trench mouth, inflame the middle ear, cause indigestion, damage the thyroid gland, seriously affect the heart, weaken or impair the sexual glands, or that tobacco often causes heart, stomach, liver, and kidney degeneration, sexual weakness, or that there is medical authority for such assertions; featuring the total numbers of deaths and lifelong cripples from childbirth in any manner that implies that any large proportion have resulted or may have resulted from tobacco smoking; or stating that of every ten men who die suddenly of heart disease, nine have been smokers or users of tobacco, or that if women continue smoking as at present there will be as many women as men dropping dead of heart disease or apoplexy. (3873)

URGENT

In order to make a complete and early presentation of the case for radio, NAB urgently needs your answers to the questionnaire on paid WAC Recruitment Advertising sent you on July 20. Please fill out and return the questionnaire immediately.

An analysis of 468 returns shows that 90.4% of the stations are in favor of accepting paid WAC recruitment advertising. 9.2% expressed themselves as opposed, while 0.4% are in the doubtful category.

CONFERENCE PLANS PROGRESS

Plans for the NAB Executives War Conference to be held in Chicago, August 28 to 31, are crystalizing, according to NAB President Harold Ryan. "There is every indication," said Mr. Ryan, "that our Conference will contribute constructively to ironing out some of our current industry problems and laying the foundation for more helpful coordination of radio's part in the war effort and in the period to follow. While broadcasting has performed a most important function in both military and civilian fields in the war period, tremendous strides in technical development create problems which must be resolved."

Important government officials, including Army and Navy personnel, have indicated a desire for personal consultation with the broadcasters and will attend the Conference. FCC Chairman James Lawrence Fly has accepted an invitation to address the Conference at one of its luncheons. While definite acceptances have not been had from others who are to fill the role of principal speakers, they are trying to clear their schedules so that they will be able to attend.

Attendance Limited

Every effort has been made to curtail the numbers who will attend the Conference so that only those essential to the discussions will be present. As a first step to this end, the Board of Directors has limited attendance to the personnel of NAB active and associate members. Personnel of stations or firms eligible to either active or associate membership and not in such membership will not be registered at the Conference.

Room Reservations

In the Special War Conference Bulletin of July 14, we asked that all who planned to attend the Conference use the hotel reservation form No. 3 which accompanied that bulletin. For the most part member stations have been cooperative and have given the information essential to placing their reservations in proper order with the hotel. We request any stations which may hereafter send in this Form No. 3 to please be sure to be specific as to time of arrival and departure and the type of accommodation desired and the names of all who are to occupy the rooms.

With reference to type of accommodations we are definitely limited under our contract with the hotel in the number of the larger accommodations available to us. This is one of the (Continued on page 260)



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*.

CONFERENCE PLANS PROGRESS

(Continued from page 259)

penalties of a war-time meeting. Consistent with the practice in many other hotels, the Palmer House has cut down the number of suite accommodations, having converted many parlors into sleeping rooms. A very limited number of suites is available to NAB under the hotel contract.

NAB is obligated to provide suite accommodations for many of the associate members in compliance with their rights and privileges. This absorbs the larger portion of suites available. It is, therefore, going to be necessary to fill requests for suite accommodations with twin-bedded or single rooms. The applications for suites thus far received far exceed the supply and the allotment over and above those allocated to associate members has been assigned in the order in which requests were received. All who have requested suites and have through necessity been assigned other types of accommodation have, or will be advised, and may if they desire secure the suite type of accommodation in some other hotel by direct arrangement.

NAB is caring for hotel reservations ONLY at the Palmer House. Those desiring accommodations at other Chicago hotels are asked to communicate direct with such hotel.

RYAN ON NAB CODE AND CIO

"Doubtless all station managers are by now familiar with the critical comment on the NAB Code contained in the Radio Handbook issued by the CIO (pages 11-12).

"The decision as to what material is broadcast over the air must rest with someone. Congress placed this responsibility directly upon the licensee of the radio station. This responsibility cannot be shared with anyone whether it be the CIO or any other individual or organization.

"To act as a guide in solving the many problems that naturally arise in the exercise of this responsibility, the broadcasters of the country, through the NAB, have adopted a Code. This Code may not be perfect but it is an honest attempt on the part of the broadcasters to establish a sound policy of self-regulation in the public interest. In intent and in practical application the Code assures labor a fair allocation of radio time. It is the result of many years of experience by the broadcasters in meeting conflicting demands. The Association has a Code Committee which is constantly giving attention to matters arising under its provision. Thus additions or deletions may be made from time to time as circumstances may seem to dictate. This gives flexibility to the Code.

"Without the guiding hand of the Code chaos would result. There is no substitute for following its suggestions. Every station and every station management is urged to carefully and faithfully apply the recommendations of the NAB Code."

Will the members of NAB please inform headquarters of demands made upon them to depart from the Code and of the methods employed.

PRICE CENSORSHIP RELEASE

Byron Price, Director of the Office of Censorship, last Saturday (July 29) released a request to broadcasters and editors. The release follows:

"This special request is intended to direct your earnest attention to the developing situation in the Pacific and Far East, and to the continuing need for vigilance regarding the war in Europe and the provisions of the Press and Broadcasting Codes generally.

"As you know, it has been customary to re-survey the Codes at the end of every six months and make any needed adjustments. A year ago you were advised there would be no change, but were asked to review every Code provision with your respective staffs. Six months ago some relaxations were announced and a special request was issued relating to preparations for the European invasion.

"At this time we are making no changes in the Codes but are reemphasizing various aspects of voluntary censorship and drawing attention to the necessity for special precautions in the Pacific.

"The successes of the Allied Forces around the world do not diminish the need for voluntary censorship. On the contrary, it is more important than ever that the Codes be observed in spirit and in detail. Changing personnel in news rooms places an increased responsibility on management to see that the vital requirements of security are not overlooked. Each editor and broadcaster is urgently requested once again to take affirmative and positive action to see that every Code provision is re-read by and impressed upon every member of his staff.

"Please reexamine also the special request of January 19 regarding the European invasion and bear in mind that the need for all of the precautions mentioned continues unabated with respect to operations still to come in the European theater. The highest military authorities recognize and have stated that your alertness and cooperation contributed greatly to the security which was so vital to the success of the landing in France. Your continuing and increasing help is needed on the battlefields of Europe so long as the lives of our fighting men are in danger.

"With respect to the Pacific-Asiatic area, editors and broadcasters also have an inescapable responsibility. The enemy knows it is our intention to liberate the Philippines and all of the other territory now under Japanese occupation, and to carry the attack also to the Mainland of Japan by land, sea and air. What we must protect at all hazards, is information of the time, place and method of attack, the sequence of operations, the strength of the attacking forces, and their technical make-up and equipment.

"In every reference to the coming Pacific operations you are especially requested to keep in mind the Code provisions against publication or broadcast, without appropriate authority, of secret war plans; movement of ships and troops, including shifts of high officers or specialized personnel, or the presence of undisclosed units overseas; allied or enemy secret weapons and equipment and counter-measures of defense; and international negotiations dealing with military operations.

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

"Speculation about forthcoming operations should be kept strictly within the limits laid down in the Codes and

no device of speculation or prediction used to disclose restricted information. It always is hazardous, in connection with future operations, to mention dates, even by month or season; or to point out the likelihood or desirability of an attack in any particular locality; or to forecast how many units will be employed, or the probable sequence of operations.

"Opinion on these subjects should be labeled as opinion, and no attempt made to set forth the actual expectations of commanders except in case of formal official announcement. Appropriate authority within the restricted list must be of unquestioned standing and all cases of doubt should be referred to the Office of Censorship.

"Let it be repeated that hard fighting lies ahead and that only the thoughtless and irresponsible will take chances which might help the enemy to kill Americans."

FLY DENIES RUMORED RETIREMENT

FCC Chairman, James Lawrence Fly, this week released the following statement:

"In view of the unreliable rumors as to my resignation from the Federal Communications Commission, I should like to set this matter at rest. I have been in the Government service for a continuous period of fifteen years. For some time I have been conscious of personal considerations which indicate the wisdom of my returning to the private practice of law. However, there are a few jobs to finish around here and I propose to see them finished. At the moment I have no definite plan except to remain here for some substantial period of time."

SECOND AND REVISED EDITION "IS YOUR HAT IN THE RING?" GUIDE TO POLITICAL BROADCASTERS

With this issue of NAB REPORTS is enclosed one copy of the second and revised edition of the NAB pamphlet "Is Your Hat in the Ring?"

This sixteen-page booklet is designed to assist political candidates in the preparation and delivery of their speeches for the air. It contains also Federal Communications Rules and Regulations governing broadcasts by candidates for public office.

Station requests for additional copies should be addressed to NAB headquarters in Washington, D. C. They will be sent free of charge.

NAB RESEARCH COMMITTEE MEETS

On Tuesday, August 1, the NAB Research Committee met at the Waldorf-Astoria in New York. The principal business of the committee was to receive a progress report of its Technical Sub-committee on the study of station coverage methods.

Those attending the meeting were: Hugh Feltis, Chairman, KFAB, Omaha, Nebraska; Roger W. Clipp, WFIL, Philadelphia, Pennsylvania; John Churchill, CBS, New York; Edward F. Evans, WJZ, New York; G. Bennett Larson, WWDC, Washington, D. C.; Barry T. Rumble, NBC, New York; Frank N. Stanton, CBS, New York; Jack Williams, WAYX, Waycross, Georgia; Richard Puff, Guest, MBS, New York; G. W. Vernon, Guest, BNC, Chicago; J. Harold Ryan, NAB, Washington, D. C.; Paul F. Peter, Secretary, NAB, Washington, D. C.; Helen H. Schaefer, Assistant to Research Director, NAB, Washington, D. C.

On Wednesday, August 2, the Research Committee met with the Board Sub-committee and the Sales Managers' Executive Committee to submit its progress report on the station coverage measurement project. Those in attendance in addition to the Research Committee were:

Board of Director's Committee: Frank King, Chairman, WMBR, Jacksonville, Florida; Hugh Half, WOAI, San Antonio, Texas; Harry Spence, KXRO, Aberdeen, Washington.

Sales Managers' Executive Committee: Dietrich Dirks, Chairman, KTRI, Sioux City, Iowa; James V. McConnell, NBC, New York; John E. Surrick, WFIL, Philadelphia, Pennsylvania; John M. Outler, Jr., WSB, Atlanta, Georgia; Sam H. Bennett, KMBC, Kansas City, Missouri; Arthur Hull Hayes, WABC, New York; Walter Johnson, WTIC, Hartford, Connecticut; Lewis H. Avery, Secretary, NAB, Washington, D. C.

The work of the Research Committee was commended by the combined group and plans were made for a final presentation at the NAB Convention, August 28 through 31, of a report on the station coverage study with a recommended method for industry use.

FM CHANNEL WIDTH STUDIED BY PANEL 1

Committee 1 of Panel 1, of which Dr. B. E. Shackelford is chairman, met in New York on July 24 to consider a subcommittee report on maximum utilization of FM spectrum space. This committee, as organized under RTPB, is charged with the responsibility of making recommendations considered desirable in order that the most efficient utilization can be made of radio frequencies.

The report on FM channel width, as revised at the July 24 meeting, is still preliminary inasmuch as the report has not been submitted to the entire panel for approval. Highlights of the report are recommendations for FM channels of 120 kc width and an audio frequency range of 10 kc. The comparison of the present standards as adopted by Panel 5 on FM Broadcasting (Panel 5 has requested additional channels above 50 megacycles) and the proposed recommendations of Panel 1 is given in the following table.

	Present (As adopted by Panel 5)	Recommended (As proposed by Panel 1)
Channel mid-frequency separation	200 kc	120 kc
Maximum over-all swing	150 kc	80 kc
Deviation Ratio	5	4
Transmitter tolerance	2000 cycles	1500 cycles
Upper extremity of audio range	15 kc	10 kc
Radio spectrum utilization for FM broadcasting	42-50 mc	41-50 mc
Number of broadcast channels		
Commercial	35	65
Educational	5	10

According to the subcommittee the above recommendations are subject to the modifications which may result from further studies of impulse noise and interference as outlined throughout the report.

RTPB ALLOCATION PANEL MEETS

RTPB Panel 2 on Allocation met in New York on July 27. Dr. C. B. Jolliffe, RCA Chief Engineer, is the chairman.

The meeting was called to consider frequency needs in that portion of the spectrum between 30 and 300 megacycles. Reports were received from most of the RTPB service panels concerning the specific frequencies requested for each of the various types of radio service.

Howard S. Frazier, NAB Director of Engineering and Chairman of Panel 4 on Standard Broadcasting, presented the preliminary request of Panel 4 that all frequencies presently assigned to broadcasters in that portion of the spectrum be made part of the RTPB allocation recommendation. Sixteen relay-pickup frequencies are involved in the 30 to 40 megacycles region and eight relay-pickup frequencies in that portion of the spectrum beginning at 156.075 megacycles and ending at 161.926 megacycles. Several requests were received from panels representing other services for these same frequencies.

The conflicting claims of the FM and Television Panels for the number one television channel were also discussed. This phase of the panel's deliberations was handicapped by the failure of any representative to appear for the FM Panel.

Dr. Jolliffe appointed a committee of three in an effort to effect a compromise of the FM-Television allocation dispute. The committee consists of Mr. K. B. Warner representing the American Radio Relay League, Mr. R. E. Shelby representing Panel 6 on Television and Mr. C. M. Jansky from Panel 5 on FM Broadcasting. The committee of three was authorized to select one of their members as chairman or, if they preferred, to elect a chairman not now a member of the committee.

WHYN BUYS MOUNT TOM

Mount Tom, historic Connecticut Valley landmark, is to become the future transmission site of television and FM programs.

News of the purchase of the 1,200 foot mountain top, for this purpose, by the Hampden-Hampshire Corporation, operators of WHYN, Holyoke, Mass., was released to NAB on August 2.

Mount Tom is said to be the highest spot in the Connecticut Valley from the Franklin county hills down to Long Island Sound. It provides a view of the Connecticut State Capitol and a sweeping panorama of the Berkshires, to the northwest, and Mount Monadnock, to the northeast.

Principal stockholders in the Hampden-Hampshire Corporation are Mrs. Minnie R. Dwight, publisher of the Holyoke Transcript-Telegram, and Mrs. Harriet W. DeRose, publisher of the Hampshire Gazette, Northampton.

ISSUES "THANK YOU" PROMOTION PIECE

A "thank you" promotion piece has just been delivered by WFOY to the firms and business organizations in St. Augustine that assisted the station in putting the city and St. Johns county \$700,000 over quota in the 5th War Loan. Total bonds sold during the drive—\$1,929,561.

General Manager J. Allen Brown said that the station additionally broadcast hundreds of spots, programs and special events features on a sustaining basis between June 12 and July 8.

The sponsored programs consisted of eleven half hour night shows; twenty half hour afternoon programs; nineteen quarter hour night shows; one quarter hour daytime program; three five minute daytime shows; and five one hour Sunday afternoon bondwagon programs.

PRESENTATION CEREMONY RECORDINGS ENROUTE

Pressings of the recorded ceremony in which the Chief Signal Officer of the United States awarded a Certificate of Appreciation to the National Association of Broadcasters are now enroute to the stations which requested them for broadcast purposes.

Cue sheets and other instructions were mailed to station managers on August 2.

The ceremony was not broadcast in Washington at the time it was recorded. The first airing of the event will occur when stations broadcast their transcriptions to local audiences the week of August 7.

Brigadier General Jerry V. Matejka, Chief Personnel and Training Service, Office of the Chief Signal Officer, made the presentation to Harold Ryan, who accepted for NAB. A complete transcript of the record follows:

ANN: Ladies and gentlemen, we are witnessing an official ceremony in Washington, D. C.

The occasion is the presentation of a Certificate of Appreciation from the Chief Sig-

nal Officer of the Army of the United States to the National Association of Broadcasters, in recognition of loyal and patriotic services rendered the Signal Corps by the broadcasting stations in the recruitment and training of military personnel.

Brigadier General Jerry V. Matejka, Chief, Personnel and Training Service, Office of the Chief Signal Officer, will make the presentation to Harold Ryan, President of the National Association of Broadcasters. The next voice you hear will be that of General Matejka.

MATEJKA: Both the National Association of Broadcasters and the Chief Signal Officer have honored me highly in permitting me to give you this certificate.

It is only a piece of paper, but it is given just as a decoration is bestowed by a grateful nation on a heroic soldier on the battlefield. It is the Chief Signal Officer's hope that you will accept it in that spirit.

The Signal Corps has been given big jobs to do, and one of the biggest has been to obtain and train the hundreds of thousands of men and women needed to transmit messages, operate switchboards, give warnings of air attacks, design, furnish and maintain equipment, and to produce and distribute photographs and movies of the war.

When the going was toughest, the National Association of Broadcasters took the lead in helping us in the Signal Corps to get the personnel we needed. Time is precious in war, and you gave us the time of your people and much time on the air. Every minute you gave us left Germany and Japan an hour less in which to exist and their time is now running short. They don't like what the people you helped us get are doing to them.

We are broadcasters together, you and we in the Signal Corps. When in the North African campaign I was honored to be General Eisenhower's Chief Signal Officer, the Signal Corps did its part to broadcast the truth to friend and foe alike. Broadcast teams landed with the assaulting troops and soon were on the air in Casablanca and Algiers. The 260,000 Germans and Italians who surrendered to General Eisenhower in Tunis and Bizerte in May, 1943, were first class fighting men in prime condition with all the food, airplanes, arms and ammunition they needed, but they and their commanders were whipped physically and mentally. The motto of a small, occupied, but still living country is: "Truth Prevails."

Who can say how much the truth broadcast to our enemies in North Africa influenced them to surrender?

It gives me great pleasure to present to you and through you to all members of the National Association of Broadcasters, the Chief Signal Officer's Certificate of Appreciation, with the hope that our country will soon be at peace so that we can continue our work together under happier circumstances.

ANN: General Matejka is removing the Certificate from its container. It is a large scroll in the color of parchment, signed by the Chief Signal Officer, Major General H. C. Ingles, and bears the official seal of the War Department of the United States. The wording of the Certificate is as follows:

The Chief Signal Officer, Army of the United States, extends his appreciation to the National Association of Broadcast-

ers for loyal and patriotic services rendered the Signal Corps of the Army of the United States in the accomplishment of its vital mission during a period of national emergency.

This acknowledgment of your distinguished contribution in furtherance of a future world at peace will be inscribed forever in the annals of the Signal Corps.

Harold Ryan has accepted the Certificate and is about to reply to General Matejka.

Now we shall hear Harold Ryan, President of the National Association of Broadcasters.

RYAN:

On behalf of the hundreds of radio stations throughout America which constitute the membership of the National Association of Broadcasters, I accept this Certificate of Appreciation from the Chief Signal Officer of the Army of the United States.

General Matejka, let me thank you also for the splendid words of recognition which you accorded the broadcasters just now in your presentation of this Certificate.

The efforts of radio stations to recruit and train personnel for the Signal Corps first began in the year preceding "Pearl Harbor." When the needs of actual warfare expanded the demands, the stations responded with every facility at their command.

Broadcasts, state meetings of educational institutions, letters and personal calls were used to obtain applicants for courses in radio instruction. Classes were held in radio station studios, school and college classrooms and even empty store rooms, with radio engineers giving liberally of their time as organizers and instructors.

The National Association of Broadcasters prepared two courses on the Fundamentals of Radio, each with a series of practical experiments. Recruits by the thousands were prepared for active army duty with the Signal Corps.

The radio stations gave much more than time on the air. The knowledge and time of station employees were dedicated in large measure to this undertaking. Thus it characterizes the devotion of broadcasters everywhere to the prosecution of the war, whether it be in recruiting military personnel or in the many services which broadcasting renders as a medium of communication with the people.

We share with you the determination to bring this war to a victorious conclusion. Official recognition of our services gives us a feeling of closer participation in the fight for world freedom and is a source of renewed inspiration for every broadcaster.

ANN:

The original Certificate of Appreciation which has been presented here today will be framed and hung in the headquarters of the National Association of Broadcasters in Washington, D. C. Copies of the original are being sent to the stations whose efforts, as members of the National Association of Broadcasters, earned this award.

We now refer you to the station to which you are listening for local station identification.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, August 7. They are subject to change.

Monday, August 7

NEW-KJAN—KNOE, Inc., Monroe, La.—C. P. and M. P. to change type of transmitter, change studio location and for approval of antenna, and transmitter location; 1450 kc., 250 watts, unlimited.

Tuesday, August 8

WGBG—Greensboro Broadcasting Company, Inc., Greensboro, N. C.—C. P., 850 kc., 250 watts night, 1 KW day (from LS to SS-Denver).

Thursday, August 10

NEW—Birney Imes, Jr., Meridian, Miss.—C. P., 1240 kc., 250 watts, unlimited.

Friday, August 11

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

Federal Communications Commission Action

APPLICATIONS GRANTED

WSIX—WSIX, Inc. (assignor), Jack M. Draughon, Louis R. Draughon, d/b as WSIX Broadcasting Station (assignee), WSIX, Inc. (licensee), Nashville, Tenn.—Granted consent to voluntary assignment of license of WSIX, Inc., licensee of Station WSIX, from WSIX, Inc. to Jack M. Draughon and Louis R. Draughon, d/b as WSIX Broadcasting Station; no monetary consideration involved; purpose is to change licensee from that of a corporation to a partnership (B3-AL-424).

WBTH—George W. Taylor, William P. Booker and William B. Hogg (transferors), Lewis Clark Tierney and Helen Scott Tierney (transferees), Williamson Broadcasting Corp. (licensee), Williamson, W. Va.—Granted consent to transfer control of Williamson Broadcasting Corporation, licensee of Station WBTH, by transfer of 144 shares, or 100%, of issued and outstanding capital stock from George W. Taylor, William P. Booker and William B. Hogg (transferors) to Lewis Clark Tierney and Helen Scott Tierney, for a consideration of \$26,000 (B2-TC-385).

R. O. Hardin and J. C. Buchanan, d/b as Nashville Broadcasting Co., Nashville, Tenn.; and E. E. Murrey, Tony Sudekum, Harben Daniel and J. B. Fuqua, d/b as Tennessee Broadcasters, Nashville, Tenn.—Granted petition of Nashville Broadcasting Company for reinstatement of its application for construction permit for new broadcast station, and designated said application for consolidated hearing with applications of (1) Tennessee Broadcasters for new station, (2) J. W. Birdwell for new station, and (3) Nashville Radio Corporation for new station (B3-P-3190, Docket No. 6191), (B3-P-3621), (B3-P-3651), (B3-P-3034), respectively.

Gus Zaharis, South Charleston, W. Va.—Granted construction permit for new experimental television broadcast station to

operate on Channel #1, 50000 to 56000 kc.; power (visual), 200 watts peak (aural), 110 watts; usual experimental clause (B2-PVB-103).

William B. Still, tr/as Jamaica Radio-Television Co., Jamaica, Long Island, N. Y.—Granted construction permit for new experimental television broadcast station to operate on Channel #13, 230000 to 236000 kc.; usual experimental clause; power (visual), 400 watts peak (aural), 100 watts (B1-PVB-100).

The Journal Company (The Milwaukee Journal), Milwaukee, Wis.—Granted construction permit for new developmental broadcast station to operate as an experimental satellite station with high frequency (FM) broadcast station WMFM, on frequency 45500 kc., with power not in excess of 100 watts; this special temporary experimental authorization is granted upon the express condition that it may be terminated by the Commission at any time without advance notice or hearing if in its discretion the need for such action arises (B4-PEX-40).

DESIGNATED FOR HEARING

F. R. Pidcock, Sr., and James M. Wilder, d/b as Georgia Broadcasting Co., Savannah, Ga.; A. C. Neff, Savannah, Ga.; Chatham Broadcasting Co., Savannah, Ga.; WGPC, J. W. Woodruff and J. W. Woodruff, Jr., d/b as Albany Broadcasting Co., Albany, Ga.—Designated for consolidated hearing applications of (1) Georgia Broadcasting Co. for new station at Savannah, Ga., (2) A. C. Neff for new station at Savannah, Ga., (3) Chatham Broadcasting Co., for new station at Savannah, Ga., and (4) Albany Broadcasting Co., licensee of Station WGPC, to move Station WGPC from Albany to Savannah and change frequency from 1450 to 1400 kc. (B3-P-3606, B3-P-3628, B3-P-3658, B3-P-3643, respectively).

Marietta Broadcasting Co., Marietta, Ga.—Designated for consolidated hearing application of Marietta Broadcasting Co., for new station at Marietta, Ga., to be heard with application of Fred B. Wilson and Channing Cope, d/b as Chattahoochee Broadcasters, for new station (B3-P-3652); Dalton Broadcasting Corp., licensee of Station WBLJ, Dalton, Ga., made party to the proceedings (B3-P-3573).

LICENSE RENEWALS

WJJD—WJJD, Inc., Chicago, Ill.—Granted renewal of license of Station WJJD (B4-R-594).

WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Granted renewal of license for main and auxiliary transmitters (B4-R-708).

MISCELLANEOUS

WARC, Inc., Rochester, N. Y.—Granted petition for leave to amend application (in re Docket No. 6605) in order to make certain formal changes and to add supplemental statement.

James F. Hopkins, Inc., Ann Arbor, Mich.—Granted motion for leave to amend application for new station so as to specify the frequency 1600 kc., 250 watts, unlimited time, subject to the use of 1000 watts power with a directional antenna when necessary materials become available, and for dismissal of application, as amended, from the hearing docket; granted motion subject to the condition that the amendment is filed with the Commission on or before August 25, 1944. (Docket No. 6230)

KFEQ—KFEQ, Inc., St. Joseph, Mo.—Granted construction permit to move formerly licensed RCA ET-4241 Exciter Unit from Pickett Road, 5 $\frac{3}{8}$ miles S.E. of St. Joseph, to 5 $\frac{1}{2}$ miles N.E. of St. Joseph, site of present main transmitter, and use as an auxiliary transmitter, with power of 250 watts, employing directional antenna day and night (B4-P-3646).

WENT—Sacandaga Broadcasting Corp., Gloversville, N. Y.—Granted license to cover construction permit which authorized a new station (B1-L-1812); granted authority to determine operating power by direct measurement of antenna power (B1-Z-1604).

KDNT—Harwell V. Shepard, Denton, Texas.—Granted authority to determine operating power by direct measurement of

antenna power in accordance with Section 3.54 (B3-Z-1605).
WBNS, Inc., area of Columbus, Ohio.—Granted license for new special relay broadcast station to be used with high frequency broadcast Station WELD and operated on frequencies 1646, 2090, 2190, 2830 kc., 175 watts (B2-LRY-301). Granted same, to be operated on above mentioned frequencies with power of 20 watts (B2-LRY-303). Granted same, to be operated on above-mentioned frequencies with power of 3 watts (B2-LRY-304). Same, to be operated on frequencies 31220, 35620, 37020, 39260 kc. with power of 2 watts (B2-LRE-433).

WMWA—WOKO, Inc., area of Albany, N. Y.—Granted further extension of license upon a temporary basis only, pending determination upon application for renewal of license, in no event later than October 1, 1944 (B1-SRE-381).

WBNS, Inc., Portable-mobile, area of Columbus, Ohio.—Granted license for new special relay broadcast station to be used with high frequency (FM) broadcast station WELD, using frequencies 31220, 35620, 37020 and 39260 kc., 10 watts power (B2-LRE-435).

W2XCB—Columbia Broadcasting System, Inc., Portable-mobile, area of New York, N. Y.—Granted license to cover construction permit for new experimental television relay broadcast station; granted upon an experimental basis only, conditionally (B1-LVB-47).

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

The Crosley Corp., Dayton, Ohio (B2-PH-262); Gannett Publishing Co., Inc., Augusta, Maine (B1-PH-269); Wylie B. Jones Advertising Agency, WNBC-FM, Binghamton, N. Y. (B1-PH-261); Pawtucket Broadcasting Co., Pawtucket, R. I. (B1-PH-266); The Philadelphia Inquirer, a division of Triangle Publications, Inc., Philadelphia, Pa. (B2-PH-265); Tampa Times Co., Tampa, Fla. (B3-PH-267); Eleanor Patterson, tr/as The Times Herald, Washington, D. C. (B1-PH-259); WMIN Broadcasting Co., St. Paul, Minn. (B4-PH-256).

Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—Adopted order granting petition filed by Washtenaw Broadcasting Company, Inc., for thirty-day continuance of the hearing in re application for construction permit; hearing continued to August 25, 1944. (Docket No. 6231)

WOWO—Westinghouse Radio Stations, Inc., Fort Wayne, Ind.—Granted extension of license of Station WOWO to September 30, 1944, pending examination and determination of the application for assignment of the license of Station WGL from Westinghouse Radio Stations, Inc., to Farnsworth Television and Radio Corporation.

WDEL—WDEL, Inc., Wilmington, Delaware; WILM, Delaware Broadcasting Co., Wilmington, Del.—Granted extension of licenses of Stations WDEL and WILM to September 30, 1944, pending determination of application for consent to transfer control of Delaware Broadcasting Company from J. Hale Steinman and John F. Steinman to Alfred G. Hill.

WMT—Iowa Broadcasting Co., Cedar Rapids, Iowa—Adopted Order denying petition for rehearing filed by Iowa Broadcasting Co. (WMT), directed against the action of the Commission June 14, 1944, granting the application of Jamestown Broadcasting Co., Inc. (KSJB), Jamestown, N. Dak., for modification of license.

KJAN—KNOE, Inc., Monroe, La.—Adopted Order granting petition for reconsideration and grant without further hearing application for construction permit for new station at Monroe, La. (B3-P-2887), and modification of construction permit (B3-MP-1745), subject to the condition that a construction permit will not be issued until KNOE, Inc., has satisfied the Commission with respect to the following within ninety (90) days of notice of conditional grant in accordance with the procedural requirements announced in the Public Notice issued by the Commission on January 26, 1944: (1) By evidence in writing from the War Production Board that any authorization of that Board necessary to carry the construction to completion has been obtained or that none is required; (2) That KNOE, Inc., is in position to complete all construction necessary to the proposed operation within a reasonable period; and (3) Acceptance of the grant upon these conditions has been submitted in writing within twenty (20) days of date of notice of grant.

WTEL—Foulkrod Radio Engineering Co., Philadelphia, Pa.—Granted issuance of new construction permit for a period of 30 days, in exact accordance with terms of construction permit which has expired (B2-P-3665).

WRCL—Columbia Broadcasting System, Inc., area of New York, N. Y.—Granted license to cover construction permit which authorized a new relay broadcast station to be used with standard broadcast station WABC. (B1-LRE-434)

WFLA—The Tribune Company, Tampa, Fla.—Granted modification of construction permit, which authorized increase in power from 5 KW, day and night, and 1 KW night to 5 KW day and night, and changes in directional antenna for night use, for extension of completion date from August 1 to September 15, 1944 (B3-MP-1757).

WMFM—The Journal Company (The Milwaukee Journal), Milwaukee, Wisconsin.—Placed in pending file in accordance with Commission policy adopted February 23, 1943, application for construction permit to change frequency from 45,500 to 43,900 kc., coverage from 8,500 to 17,828 square miles and make changes in antenna system. (B4-PH-268)

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

Cincinnati Broadcasting Co., Cincinnati, Ohio (B2-PH-270); Oregonian Publishing Co., Portland, Oregon (B5-PH-272).

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

Albuquerque Broadcasting Co., Albuquerque, N. Mexico (B5-PCT-60); KLZ Broadcasting Co., Denver, Colo. (B5-PCT-63); The Pulitzer Publishing Co., St. Louis, Mo. (B4-PCT-62); The WGAR Broadcasting Co., Cleveland, Ohio (B2-PCT-59); WKY Radiophone Company, Oklahoma City, Okla. (B3-PCT-64); Jos. M. Zamoiski Co., Baltimore, Md. (B1-PCT-61).

APPLICATIONS FILED AT FCC

930 Kilocycles

WTAD—Illinois Broadcasting Corp., Quincy, Ill.—Transfer of Control of licensee corporation from W. Emery Lancaster to Lee Broadcasting, Inc.

WTAD—Illinois Broadcasting Corp., Quincy, Ill.—Voluntary assignment of license to Lee Broadcasting, Inc.

960 Kilocycles

NEW—KOVO Broadcasting Co., Provo, Utah—Construction Permit to change frequency from 1240 kc. to 960 kc., increase power from 250 watts to 1 KW, install new transmitter, directional antenna for night use and move transmitter.

1190 Kilocycles

KEX—Oregonian Publishing Co., Portland, Oregon—Voluntary assignment of license to Westinghouse Radio Stations, Inc.

1240 Kilocycles

WGCM—WGCM, Inc., Gulfport, Miss.—Voluntary Assignment of License to WCCM Broadcasting Company, a co-partnership composed of Hugh O. Jones, William E. Jones, and James O. Jones.

WGCM—WGCM, Inc., Gulfport, Miss.—Construction Permit to install a new transmitter.

KROY—Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney, d/d as Royal Miller Radio, Sacramento, Calif.—License to cover construction permit (B5-P-3497) which authorized increase in power and installation of new transmitter.

KROY—Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney, d/b as Royal Miller Radio, Sacramento, Calif.—Authority to determine operating power by direct measurement of antenna power.

WSNJ—Eastern States Broadcasting Corp., Bridgeton, New Jersey—Special Service Authorization to broadcast as a public service and without charge, work shifts scheduled by the Deerfield Packing Corp. and Seabrook Farms for a period of approximately one minute beginning at 2 p.m. and 8 p.m., EST, daily, for the period ending 10-15-44.

1340 Kilocycles

WAIR—C. G. Hill, George D. Walker and Susan H. Walker, Winston-Salem, N. Car.—Voluntary assignment of license

to C. G. Hill and George D. Walker, d/b as WAIR Broadcasting Company.

WTEL—Foulkrod Radio Engineering Co., Philadelphia, Penna.—Construction Permit for reinstatement of B2-P-3124 which expired for increase in power from 100 watts to 250 watts and changes in transmitting equipment.

1370 Kilocycles

WSAY—Brown Radio Service and Laboratory (Gordon P. Brown, Owner), Rochester, New York—Modification of Construction Permit (B1-P-2924 as modified, which authorized change in frequency, increase in power, installation of directional antenna, new transmitter and move) for extension of completion date from 9-1-44 to 11-1-44.

1400 Kilocycles

NEW—Joe L. Smith, Jr., Charleston, W. Va.—Construction Permit for a new Standard Broadcast Station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation.

NEW—City of Sebring, Florida, Sebring, Fla.—Construction Permit for a new Standard Broadcast Station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation. Amended to change frequency to 1430 kc., power to 1 KW, change type of transmitter and make changes in antenna.

1450 Kilocycles

WILM—Delaware Broadcasting Co., Wilmington, Delaware—Transfer of control of licensee corporation from J. Hale Steinman and John F. Steinman to Alfred G. Hill (50.5%) also includes transfer of stock to Julia G. Hill and Chester Times.

WGL—Westinghouse Radio Stations, Inc., Fort Wayne, Indiana—Voluntary assignment of license to Farnsworth Television and Radio Corporation.

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, unlimited hours of operation, facilities of WOLF when WOLF goes on 1450 kc. Amended to omit request for facilities of WOLF and change corporate structure.

FM APPLICATIONS

NEW—E. Anthony & Son., Inc., Boston, Mass.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 43400 kc., with coverage of 19,650 square miles.

NEW—World Publishing Company and Tulsa Tribune Company, Tulsa, Okla.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 45700 kc., with coverage of 23,850 square miles.

NEW—W. O. Pape tr/as Pape Broadcasting Company, Mobile, Alabama—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 46100 kc., with coverage of 10,000 square miles.

NEW—Banks of Wabash, Inc., Terre Haute, Ind.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 48700 kc., with coverage of 7442 square miles. Amended to change coverage to 7440 square miles.

NEW—Shelbyville Radio, Inc., Shelbyville, Indiana—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 46110 kc., with coverage of 3,730 square miles.

NEW—James Broadcasting Co., Inc., Jamestown, New York—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 46100 kc., with coverage of 10,352 square miles.

NEW—The Reporter Broadcasting Co., Abilene, Texas—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 45700 kc., with coverage of 6,936 square miles.

NEW—Nevada Broadcasting Co., Las Vegas, Nevada—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 49500 kc., with coverage of 560 square miles.

TELEVISION APPLICATIONS

- NEW—Hearst Radio, Inc., Baltimore, Maryland—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #6 (96000-102000 kc.).
- NEW—Hearst Radio, Inc., Baltimore, Maryland (area of)—Construction Permit for a new Experimental Television Relay Broadcast Station to be operated on Channel #17 & 18 (282000-294000 kc.).
- NEW—National Broadcasting Co., Inc., Chicago, Ill.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel 1# (50000-56000 kc.). Amended to specify ESR as 2380.
- NEW—Globe-Democrat Publishing Co., St. Louis, Mo.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #1 (50000-56000 kc.).
- NEW—Consolidated Broadcasting Corp., Ltd., Los Angeles, Calif.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #7 (102000-108000 kc.).
- NEW—United Detroit Theatres Corp., Detroit, Mich.—Construction permit for a new commercial television broadcast station to be operated on Channel #4 (78000-84000 kc.). Amended to change ESR from 800 to 564.
- NEW—General Television Corp., Boston, Mass.—Construction permit for a new experimental television broadcast station (formerly licensed under Call Letters W1XG), to be operated on Channel #1 (50000-56000 kc.).
- NEW—General Television Corp., Boston, Mass.—License to cover construction permit (B1-PVB-108) as listed above.
- NEW—National Broadcasting Co., Inc., Los Angeles, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #3 (66000-72000 kc.). Amended to specify a transmitter site on Mt. Wilson, Calif., and to specify an ESR of 1400.

MISCELLANEOUS APPLICATIONS

- WNRI—National Broadcasting Co., Inc., Bound Brook, N. J.—License to cover construction permit (B1-PIB-49 as modified) for a new international broadcast station.
- NEW—Columbus Broadcasting Co., Inc., area of Columbus, Ga.—Construction permit for a new relay broadcast station to be operated on 1622, 2058, 2150, 1790 kc., power of 15 watts and A3 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.

Beacon Manufacturing Co., Swannanoa, N. C., manufacturing and distributing wool products, is charged in a complaint with violation of the Wool Products Labeling Act and the rules and regulations promulgated thereunder. (5198)

Coast Fishing Co.—A complaint alleging violation of the brokerage section of the Robinson-Patman Act has been issued against Coast Fishing Co., 621 South Fries Ave., Wilmington, Calif., engaged in the packing, distribution and sale of canned sea food products. (5197)

CEASE AND DESIST ORDER

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

Morton Salt Co., 310 South Michigan Ave., Chicago, has been ordered to cease and desist from discriminating in price between different purchasers of its salt by selling to some of its customers at lower prices than it sells salt of like grade and quality to others. The price discriminations prohibited by the order were found to have the effect of injuring and preventing competition between the respondent's customers and to be in violation of Section 2(a) of the Robinson-Patman Act. (4319)

STIPULATIONS

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

B. Geller & Sons, Inc., New York City furrier, located at 333 Seventh Ave., entered into a stipulation to cease and desist from use of the term "North American Muskrat" to designate or describe fur products composed of Southern muskrat peltries; and from use of any statement or representation that tends to convey the belief that any peltries other than those known to the trade and industry as "Northern muskrat" are Northern muskrat peltries. (3875)

Germadol Herb Co., 651 East 164th St., New York, selling and distributing a hair dye preparation designated "Konceal," has stipulated that in the dissemination of advertising for the preparation now designated "Konceal Hair Coloring" she will cease representing that it is a hair dressing and is not a dye; that it will restore the original color to the hair, will dissolve dandruff, will conceal the age or give a youthful appearance or that it is "The French Way" of hair coloring. (03229)

Safety Harbor Sanitorium, Safety Harbor, Fla., entered into a stipulation to cease and desist from misrepresenting the therapeutic properties of mineral water they sell under the name "Espiritu Santo Springs." (3876)

Universal Institute, 500 West 39th St., Kansas City, Mo., entered into a stipulation to cease and desist from misrepresentation in connection with the sale of correspondence courses advertised as being of assistance to students in obtaining positions with the United States Government or in private business. (3874)

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ALL CONFERENCE SESSIONS IMPORTANT

The program for the forthcoming War Conference is rapidly crystalizing and it is planned to issue a full agenda within the next ten days. Great care has been exercised in the selection of the speakers who are to participate on the various programs. Every topic has been selected with a view to contributing constructively to better understanding on the part of the broadcasters of current problems and of possible developments affecting their interest which will arise in the future. No broadcaster who attends this Conference can afford to miss any of the sessions which have been planned.

Of particular interest and importance is the closing session on Thursday afternoon, August 31. This program will be a panel discussion of the post-war future of broadcasting. What about AM—FM—television—facsimile! Those are questions which every broadcaster has uppermost in his mind. A great deal of light will be thrown on them at this session.

If you have been planning your departure prior to 6 o'clock Thursday afternoon, you are going to miss one of the most revealing sessions of the entire Conference. We give this notice at this time in order that you may change your train reservations if you have previously planned to leave before 6 o'clock on Thursday, August 31.

NAB LABOR POST FILLED

John Morgan Davis, Philadelphia attorney, has been appointed general counsel of the National Association of Broadcasters and placed in charge of labor relations, Harold Ryan, NAB president, announced today. He will assume his duties officially on August 15.

Mr. Davis, engaged in the practice of law in Philadelphia, will retain his legal connections there and give general direction and supervision to the NAB labor relations activity.

A graduate of the University of Pennsylvania Wharton School of Finance and Commerce and of the law school, Mr. Davis alternated his studies with broadcasting in 1929 when he became an announcer at station WLIT, Philadelphia. He later was employed at WCAU and returned to WLIT in 1932 as Assistant to the General Manager, and in 1935, when WFIL was created through the merger of WLIT and WFI, he remained with the combined operation.

Later in 1935, Mr. Davis acquired an interest in radio station WIBG, serving as Vice President and General Counsel. He has retained that post continuously since.

He served as the first Secretary of the State Labor Board of Pennsylvania and assisted in the organization of that agency with which he maintained his connection for a period of 18 months.

In his legal practice, Mr. Davis has specialized in corporation, communications and labor law, having been admitted to practice in all courts of Pennsylvania and the United States Supreme Court.

He is a member of the Pennsylvania Bar Association, the American Bar Association and of the Federal Communications Bar Association, taking an active part in all these organizations.

He is past Chairman of the American Bar Association Radio Committee and is at present National Director of the Public Information program of the American Bar Association.

(Continued on page 272)



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 LABOR POST FILLED

(Continued from page 271)

He is married and the father of two children.

Mr. Ryan announced that Mr. Davis will attend the forthcoming NAB Executives War Conference in Chicago, August 28-31, and will outline the general scope of NAB labor activities.

WLB AFTER PETRILLO

The War Labor Board is trying to make Mr. James C. Petrillo, President of the American Federation of Musicians, behave.

On Wednesday (9) Petrillo was cited before the Board to show why he had defied the Board's order in refusing to call off the strike against Station KSTP. William H. Davis, Chairman of the Board, denounced the strike which he said violated the normal processes of handling labor disputes. Joseph Padway, General Counsel for AFM, who appeared in behalf of Petrillo, said that he would notify the union headquarters in New York and also the strikers of Mr. Davis' views. He was instructed to give the Board final word on Thursday (10) as to whether or not the strike would be discontinued in accordance with the Board's order.

Mr. Davis said: "This strike is incredible to me. It is just a question of what is a fair rate of pay in Minneapolis, not one involving any great issue. Whatever the provocation" he said to Mr. Palway, "I expect you to let the proposition be settled by the War Labor Board."

In still another matter pending before the Board Mr. Petrillo has been taken to task. He was summoned to appear on August 17 to explain why his union has not lifted the ban against the making of records in accordance with the Board's order. This order (See NAB Special AFM Bulletin No. 28 of June 22) handed down June 15 after NBC Recording, Columbia Recording and RCA Recording had agreed to negotiate with respect to the distribution of a fund has never become effective due to Mr. Petrillo's refusal to allow the musicians to go back to recording work.

Further developments will be reported.

TREASURY SALUTES INDUSTRY

In a personal letter to President Harold Ryan, Henry Morgenthau, Jr., Secretary of the Treasury, pays high tribute to the assistance given to the Fifth War Loan. Mr. Morgenthau's letter follows:

"In your capacity as the representative of the radio industry, please accept the sincere thanks of the Treasury Department and the people of America for the time and talent placed at our disposal in the Fifth War Loan by the four networks and the 912 radio stations throughout the country.

"Radio's contribution in terms of money has been most outstanding, but radio's contribution in terms of our success and the country's welfare is beyond appraisal. Without it we could not have raised the tremendous sum necessary to pursue the war."

BROADCAST ADVERTISING

WPB DECLARATION OF POLICY AND RETAILERS VOLUNTARY PROGRAM

At the suggestion of NAB, the Office of Civilian Requirements of the War Production Board will mail to all radio stations on Monday, August 14, a letter outlining the purposes and principles of the Declaration of Policy in connection with textiles, textile products and furniture.

The letter will be accompanied by material that describes the application of this Declaration of Policy to retail radio advertising. Included with the mailing is a pamphlet containing 82 questions and answers that help to define and describe the principles in practice.

All radio station managers and sales executives are urged to read and study this material in order that they may more closely conform to the purposes of the proposal. To supplement the mailing from the War Production Board, NAB will address a letter to all radio stations on Wednesday, August 16.

For additional details, see the issues of the advertising and broadcasting trade papers dated August 14.

NRDGA PROMOTION EXCHANGE WILL BE MAILED NEXT WEEK

Radio station sales executives are urged to be on the lookout for the September issue of the NRDGA PROMOTION EXCHANGE which will be mailed to all NAB member commercial managers early next week.

This issue—the first available under the NAB Associate membership in NRDGA—contains a calendar on a merchandise basis for the month of September and a detailed explanation of the "Kitty Kay" programs for Kirven's of Columbus, Georgia.

INDUSTRY BACKS NAB STAND ON PAID WAC ADVERTISING

Although Young & Rubicam, Inc., has issued a statement regarding the effort of the National Association of Broadcasters to obtain the WAC recruitment advertising budget for radio stations, NAB will not relax in its efforts to convince the agency that broadcast advertising should be used for this purpose.

The response and support of radio stations of all types and in all sections of the country has been overwhelmingly in accord with the NAB position. At the moment this issue of the NAB REPORTS goes to press, the vote on the acceptance of paid WAC recruitment advertising is divided as follows:

Affirmative	630	89.5%
Negative	65	9.2%
Undecided	9	1.3%
TOTAL	704	100.0%

Negotiations now in progress will be reported in full to the industry at the earliest possible moment.

Designed to enable radio station executives to keep up to date on the promotion plans and thinking of department stores and other leading retailers, the NRDGA PROMOTION EXCHANGE will be mailed to each NAB member station ten times during the next twelve months. Be sure it is routed to the entire sales staff.

MRS. LEWIS NAMED CHAIRMAN

Following the conference held July 27th on Farm & Safety, by the N. Y. State Department of Health, Mrs. Dorothy Lewis, NAB Director of Listener Activity, was appointed Chairman of the Radio Committee of the State Advisory Committee on Home and Farm Safety.

CHILDREN'S PROGRAM IDEAS

NAB, through its Listener Activities Division, maintains one of the largest files of Children's Programs in the world. Information is available to broadcasters at all times. Most recent contributions came from Mr. Roger Clipp, Manager of WFIL. Their program, MAGIC OF BOOKS, has received the following high commendation from The Free Library of Philadelphia:

"We thank you for your magnificent work for the children of Philadelphia. This program has brought about the first direct tie-up between the library and the public school children. We understand that over 1,000 children crowd the lecture hall to hear 'Skipper Dawes' and that there is a great demand for books."

Alexander J. Stoddard, Superintendent of Schools, also extended appreciation and continued cooperation.

Here is the general format of the series:

"MAGIC OF BOOKS—This is a quarter-hour program broadcast once a week during school hours and listened to by the children either during class or in assembly. The grades covered are from the third to the sixth inclusive with the age range nine through twelve years.

"Each week Skipper Dawes, our Educational Director, tells the children over the air a story taken from a book selected in cooperation with the school and the public library. At the same time, he announces that he will be in one of the branches of the public library at such and such an address to tell another story. The children in the school closest to that branch are invited to come to the library and see and hear Skipper Dawes read a story in person. While the children are gathered around him, Skipper Dawes invites two or three to read aloud their favorite story to the group. The boy or girl performing the most creditably is then invited to appear with Skipper Dawes on his program the following week.

"Mr. F. H. Price, the Librarian of the Free Library of Philadelphia, was so impressed with the program that he authorized the printing of 50,000 book markers publicizing the MAGIC OF BOOKS and listed the books from which stories would be told during future broadcasts.

"Our experience with the MAGIC OF BOOKS has shown conclusively that it is definitely in the realm of public service and we are quite happy to relate appeals mightily to the youngsters to whom it is directed."

Two other series will be broadcast this fall.

MUSIC ON THE AIR operates with the full cooperation of the Radio Committee of the Public School System and will have the added value of the advice and collaboration with a local musical organization.

SCIENCE IS FUN will appeal to the same nine to twelve age level. Scripts will be prepared under the supervision of the Franklin Institute. Scientific facts will be explained in story form. A special manual will be available to every principal and teacher in the particular grades approached.

This pooling of resources and facilities deserves praise and study by broadcasters everywhere. The series are applicable to many communities.

SCHOOL BROADCAST CONFERENCE SET

The entire structure of school broadcasting as it affects the schools, local stations and networks, is to be considered as the agenda for the Eighth Annual Meeting of the School Broadcast Conference, to be held at the Morrison Hotel in Chicago, October 23 and 24.

Dr. Lyman Bryson, Director of Education for the Columbia Broadcasting System, will serve as permanent chairman.

Questions scheduled for consideration in general sessions are: The Philosophy of Radio Education and the Classroom Use of Radio; In-school and School Producing Groups and their Administrative Problems; Implications in the Growth of FM Educational Broadcasting; Educational Radio and Television Look to the Future.

"The problems of the school broadcasting and public service programming have grown so remarkably that no Conference as previously set-up can cope with them," said George Jennings, Director of the meeting. This session has been planned as a working conference, with all delegates attending all sessions. Broadcasters and educators will have an opportunity to present and discuss their problems . . . so that the educator may have the benefit of the broadcaster's radio experience and the broadcaster may have the benefit of the educator's classroom experience, to the end that school and public service broadcasting may become the potent factor in education and American life that it can be."

CHICAGO SCHOOL BROADCASTS GROW

According to George Jennings, Director of the Radio Council of the Chicago Public Schools, the number of school broadcasts has grown rapidly. The statement follows:

"Five major commercial radio stations, supplemented by the Board of Education's owned and operated FM station, WBEZ, carried radio programs into 5800 classrooms of the Chicago Public Schools during the months of February through June, 1944, according to a semi-annual report of radio listening in the Chicago schools, just released by the Radio Council. 263,561 students in 403 Chicago schools heard one or more broadcasts during any average week in the five-month period covered by the survey.

"Programs released by WIND, WJJD, WMAQ, WBBM, WLS and WBEZ figured in the survey, with WIND releasing 69 Radio Council broadcasts to an audience of 1296 classes; WJJD releasing 72 Radio Council broadcasts to 814 classes; WLS Schooltime (a five-a-week strip) was heard in 389 classes; WBBM-CBS American School of the Air was heard in 266 classes. Five hundred and seventy-two classes reported listening to WBEZ (FM) and 2492 classes reported that they listened to special broadcasts on both WBEZ and other local Chicago stations. The program released by WMAQ is a Saturday morning broadcast and no classroom figures are available on it.

"The number of frequency modulation receivers in the schools doubled in comparison with a survey for the first half of the school year 1943-1944. Total hours of operation for the FM Station WBEZ increased from 207 hours for the first half of the year to 385 hours. Total time on commercial stations increased from 31 hours and 30 minutes to 48 hours and 30 minutes.

"Reported number of students listening to radio in classrooms increased by 81,000; much of this increase can be attributed to the re-scheduling of programs released on standard stations on Station WBEZ at a more convenient time for teachers and classes.

"Despite obsolescence and inability to repair standard receiving sets in use in schools as well as a loss of sets through theft, the total number of classroom receivers increased by 135 sets. Many of these sets are 'on loan' to schools by teachers and families with more than one set, although some of the increase is due to the purchase of new pre-war FM receivers.

"Attendance at lectures arranged with local Chicago service institutions, such as the Chicago Natural History

Museum (Field Museum), the Museum of Science and Industry, and others which are planned to supplement broadcasts, increased from 456 for seven lectures to 1069 for eight lectures. Members of the Radio Council Staff visited 308 Chicago schools and 161 schools participated in the Council's second semester evaluation of program project. 564 different evaluation reports were received on Council broadcasts."

BE ON THE LOOKOUT

John Carl Jeffrey, Manager of Radio Station WKMO, Kokomo, Indiana, reports the activities of an individual who operated in that community under the name of Harry Keefe. This party is a smooth talker who conducts radio programs on a participating basis with stations. He comes originally from Cedar Rapids, Iowa. He is about 55, 5' 9" tall, weighs about 210 pounds, has peculiar streaked hair of black, yellow and white. He is alleged to have passed over \$100 worth of spurious checks. Radio operators are cautioned to be on the lookout. NAB would appreciate any advice regarding this party's movements.

WROK COVERS 200 TRAFFIC SPOTS

On display in 200 stores, windows and other key traffic spots in Rockford, Ill., are blue and white placards distributed by station WROK to advertise Blue Network shows. Size 14 x 22 inches, the posters will be changed monthly. First in series plugs "Blonde", "Breakfast at Sardi's" and Philco Summer Hour. Sponsor of each program is listed beneath the title.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission. They are subject to change.

Wednesday, August 9

- NEW—Birney Imes, Jr., Meridian, Mississippi (Applicant for C. P. for a new station to operate on 1240 kc., 250 watts, unlimited).—Petition for leave to amend application; the applicant attorney: Paul Spearman.
- NEW—Birney Imes, Jr., Meridian, Mississippi (Applicant for C. P. for a new station to operate on 1240 kc., 250 watts, unlimited).—Petition to intervene; Mississippi Broadcasting Company, Inc. Attorneys: Raymond H. Beebe and Raymond C. Cushwa.

Tuesday, August 15

- WHKC—United Broadcasting Co., Columbus, Ohio.—Petition (filed 6-2-44) by International Union, United Automobile, Aircraft and Agricultural Implement Workers of America, affiliated with the Congress of Industrial Organizations, and Local 927, UAW-CIO, Columbus, Ohio, for reconsideration and hearing, directed against the action of the Commission on 5-16-44, granting the above-entitled application.

Federal Communications Commission Action

APPLICATIONS GRANTED

- KORE—Frank L. Hill and Violet G. Hill, d/b as Eugene Broadcast Station, Eugene, Oregon.—Granted request for waiver

of Section 1.364 of the regulations requiring filing of application for involuntary assignment of license within 30 days of the death of assignor; granted additional 30 days within which to file such application.

- Birney Imes, Jr., Meridian, Miss.—On the Commission's own motion, continued hearing in Docket 6596 scheduled for August 10, until September 8, 1944. (Application is for construction permit for new station.)

- WJLS—Joe L. Smith, Jr., Beckley, W. Va.—Scheduled for oral argument on August 30, 1944, in re application for construction permit to make changes in equipment of WJLS for operation on 560 kc. with 100 watts power night, 250 watts day, unlimited time. (Proposed Findings No. B-199; Docket No. 5972.)

- KNET—Palestine Broadcasting Corp., Palestine, Texas.—Granted modification of license to change hours of operation from daytime only to unlimited (B3-ML-1196).

- WRNL—John Stewart Bryan, Douglas S. Freeman and D. Tennant Bryan (Transfers); Richmond Newspapers, Inc. (Transferee); Richmond Radio Corp. (Licensee), Richmond, Va.—Granted consent to transfer control of Richmond Radio Corp., licensee of station WRNL, and relay stations WEOH and WAHM, from John Stewart Bryan, Douglas S. Freeman and D. Tennant Bryan to Richmond Newspapers, Inc., representing 500 shares, or 100% of all authorized, issued and outstanding common voting stock. The consideration for these shares is cancellation of notes of the transfers aggregating \$25,000 due to and held by transferee (B2-TC-381).

- WMRN—Howard F. Guthrey and Florence Guthrey (Transfers), Robert T. Mason (Transferee), The Marion Broadcasting Co. (Licensee), Marion, Ohio.—Granted consent to transfer of control of The Marion Broadcasting Co., licensee of Station WMRN from Howard F. Guthrey and Florence Guthrey (Transfers) to Robert T. Mason (Transferee), involving sale of 101 shares, or 50.5% of the issued and outstanding capital stock of licensee for a consideration of \$13,837 (B2-TC-398).

- WDEF—Joe W. Engel (Assignor), WDEF Broadcasting Co. (Assignee), Chattanooga, Tenn.—Granted consent to assign the license of Station WDEF from Joe W. Engel to WDEF Broadcasting Co., involving transfer from an individual to a corporation controlled by him (B3-AL-420).

- KLBM—Ben E. Stone (Assignor), Inland Radio, Inc. (Assignee), LaGrande, Ore.—Granted consent to assign the license of Station KLBM from Ben E. Stone to Inland Radio, Inc., for a consideration of \$15,000 (B5-AL-423).

- KTAR—KTAR Broadcasting Co., Phoenix, Ariz.—Granted renewal of license on a regular basis.

- KTW—The First Presbyterian Church of Seattle, Seattle, Wash.—Granted renewal of license for the period ending May 1, 1947.

- WJAX—City of Jacksonville, Jacksonville, Fla.—Granted renewal of license for the period ending May 1, 1947.

- WSAP—Portsmouth Radio Corp., Portsmouth, Va.—Granted motion to dismiss without prejudice application for construction permit to change frequency from 1490 to 1240 kc.

- KCRJ—Central Arizona Broadcasting Co., Jerome, Ariz.—Granted authority to cancel outstanding license, delete call signal KCRJ, and close records of this station. Denied request to reserve this call signal.

- WGST—Ga. School of Technology, Atlanta, Ga.—Granted license to cover construction permit which authorized changes in transmitting equipment and increase in maximum rated carrier power output of auxiliary transmitter (B3-L-1811).

- WKAQ—Radio Corp. of Puerto Rico, San Juan, P. R.—Granted modification of construction permit for extension of completion date to 1-26-45 (B-MP-1755).

- W9XEK—Courier-Journal and Louisville Times Co., near Eastwood, Ky.—Granted license to cover construction permit for new developmental broadcast station on an experimental basis only; 45500 kc., or other frequencies at the direction of the Commission. 1 KW (B2-LEX-17).

- KUDT—A. H. Belo Corp., Portable, area of Dallas, Tex.—Granted license to cover construction permit for new relay broadcast station frequencies; 156750, 158400, 159300 and 161100 kc., 100 watts (B3-LRE-436).

- WKAQ—Radio Corp. of Puerto Rico, San Juan, P. R.—Granted modification of construction permit for extension of completion date to 1-26-45 (B-MP-1756).

KGHF—Curtis P. Ritchie, Pueblo, Colo.—Granted license to cover construction permit which authorized increase in power from 500 watts day and night to 1 KW day, 500 watts night, and changes in transmitting equipment (B1-L-1817). Also granted authority to determine operating power by direct measurement of antenna power (B5-Z-1610).

WHLN—Blanfox Radio Co., Harlan, Ky.—Granted license to cover construction permit authorizing change in frequency from 1450 to 1230 ke. and changes in antenna and ground system (B2-L-1818). Also granted authority to determine operating power by direct measurement of antenna power (B2-Z-1611).

KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—Granted modification of construction permit (B3-P-3062), for extension of completion date to 10-10-44.

APPLICATIONS FILED WITH FCC

NEW—Binghamton Press Co., Inc., Binghamton, N. Y.—Construction permit for a new standard broadcast station to be

operated on **1490 ke.**, power of 250 watts and unlimited hours of operation.

KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—Modification of construction permit (B3-P-3062 which authorized change in frequency, increase in power, installation of new transmitter, directional antenna for night use and move station) for change in type of transmitter, changes in directional antenna system and extension of commencement and completion dates.

NEW—Ernest E. Forbes, Jr., tr/as Magic City Broadcasting Co., Birmingham, Ala.—Construction permit for a new standard broadcast station to be operated on **1490 ke.**, power of 250 watts and unlimited hours of operation.

KVAK—S. H. Patterson, Atchison, Kansas.—Authority to determine operating power by direct measurement of antenna power.

NEW—Donald A. Burton, Muncie, Ind.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46500 ke.** with coverage of 9,600 square miles.



ATTENTION FOCUSED ON ALLOCATIONS

DEPARTMENT OF STATE SEEKS INDUSTRY OPINION ON POST-WAR ALLOCATIONS

At the invitation of Adolf A. Berle, Jr., Assistant Secretary of State, representatives of the radio industry and government agencies met in Washington on August 11 and 12 with members of the Special Committee on Communications, Department of State.

Those attending were told that the Department of State has set a deadline of December 1, 1944, on the post-war allocations and proposals for the modification of the International Tele Communications Convention (Madrid, 1932) and General Radio Regulations (Cairo, 1938).

All members, alternates, and observers of RTPB who are citizens of the United States were sent invitations to attend the meeting together with the proposals of the Inter-Department Radio Advisory Committee.

The meeting opened on Friday morning with an address by Francis Colt de Wolf, Chief of the State Department's Tele Communications Division. Mr. de Wolf, in his opening remarks, stressed the importance of joint cooperation between the State Department and industry in order that the Department might be ready at the earliest possible date to submit the proposals of the United States Government at the next International Tele Communications Convention which will be held soon after the cessation of hostilities. It is also anticipated that there will be a regional conference of Western Hemisphere Nations held in Brazil during the Spring of 1945.

Following the address of Mr. de Wolf, the gavel was turned over to Dr. J. H. Dellinger, Chief of the Radio Section, Bureau of Standards and the Chairman of the State Department Special Committee on Communications. Dr. Dellinger in his opening remarks, stated the IRAC proposals were not to be considered as final but merely as a document intended to serve as a basis for discussion in order to expedite preparation for the International Conventions. Comments were then invited from representatives of industry who were present.

William B. Lodge, Acting Engineering Director of CBS was the first industry representative to speak. Mr. Lodge expressed himself as being generally in favor of the IRAC allocation, but pointed out that the proposed allocation for FM broadcasting between 42 and 54 megacycles might be too low in the frequency spectrum as considerable skywave interference has developed in that portion of the spectrum during recent months. He also stated that CBS did not favor the abandonment of international broadcasting unless the abolition of this service is based on world-wide international agreements. He called attention to the omission of suitable relay-pickup frequencies for oral broadcasters and suggested at least three or four channels be provided for this service in the region between 1.6 and 1.8 megacycles.

(Continued on page 278)

FCC SCHEDULES HEARINGS ON POST-WAR FREQUENCIES

Following is a news release of the Federal Communications Commission dated Wednesday, August 16, based on an order which is also reproduced in full:

The Federal Communications Commission today announced that it will start holding public hearings on September 28 to obtain information and views which will assist it in planning its post-war frequency allocation policies. All interested persons both in industry and Government are invited to testify.

A complete review of present allocations of bands of frequencies is necessary as a result of the important advances in radio made during the war and the greatly increased demands for the use of radio, the order for the hearing points out.

The information obtained at the hearings will be considered by the Commission in determining the frequency requirements of United States nongovernmental radio services; in making recommendations to the State Department for international radio agreements, to the Interdepartmental Radio Advisory Committee concerning allocations to Government radio services and to Congress.

In the near future the Commission will issue a Public Notice outlining in detail the procedures which it will follow in conducting the hearings.

FEDERAL COMMUNICATIONS COMMISSION

Washington, D. C.
Docket No. 6651

In the Matter of:

Allocations of Frequencies to the various classes of nongovernmental services in the radio spectrum from 10 kilocycles to 30,000,000 kilocycles.

ORDER

WHEREAS, the Commission is authorized and required by Section 303(c) of the Communications Act of 1934, as amended, to "assign bands of frequencies to the various classes of stations"; and

WHEREAS, the Commission is further authorized and required by Sections 4 and 303 of the Communications Act of 1934, as amended, to "classify radio stations" and "prescribe the nature of the service to be rendered by each class of licensed stations"; "assign frequencies for each individual station and determine the power which each station shall use and the time during which it may operate"; "determine the location of classes of stations or individual stations"; "regulate the kind of apparatus to be used with respect to its external effects and the purity and sharpness of the emissions from each station"; "make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations"; "study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest"; "establish areas or zones to be served by any station"; "make such rules and regulations and prescribe such restrictions and conditions * * * as may be necessary to carry out the provisions of" the Com-

(Continued on page 278)



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. Egoft, *Director of Public Relations*; Howard S. Frazier, *Director of Engineering*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

DEPARTMENT OF STATE SEEKS INDUSTRY OPINION ON POST-WAR ALLOCATIONS

(Continued from page 277)

Walter S. Lemmon, President of the World-Wide Broadcasting Foundation, the next speaker, delivered a strong plea for the continuance of international broadcasting. He was followed by E. K. Cohan, Engineering Director of World-Wide who called the proposal to abandon international broadcasting a direct challenge to "international freedom of the press and free speech." Mr. Cohan also stated it was hard to follow the logic of a committee that had determined no frequencies were available for international broadcasting purposes while, at the same time making generous provisions for amateur radio.

Captain Donald S. Leonard, representing the International Association of Police Chiefs, who is also a member of the Radio Technical Planning Board, presented a strong plea for additional police frequencies and stressed the importance of police radio communications services.

Admiral C. E. Hooper, USN (Ret.), pointed out the advisability of moving many local communications services into the micro-wave region, thus providing additional space in the portion of the spectrum suited to international communications. Major General J. O. Mauborgne (Ret.), former Chief Signal Officer, outlined his experience in past International Conferences and stressed the great need for speedy agreement among all interested parties in this country in order that our delegation to the next International Conference may be fully prepared. Major E. H. Armstrong, well-known for his pioneer development of FM and other radio inventions, suggested future television broadcasting be moved to the higher frequencies. He pointed out the failure of the IRAC allocation to provide frequencies for inter-station program channels, which are essential if FM nation-wide networks are to be created.

After a recess for luncheon those attending divided into three working committees. All industry representatives were invited to volunteer their services on the committee or committees of their choice. Mr. Harvey B. Otterman, Assistant Chief of Tele Communications Division, Department of State, is Chairman of Committee 1. This Committee will analyze the proposed revisions of the International Conventions. Committee 2, headed by Dr. J. H. Dellinger, will be known as the Technical Committee. This group will deal with allocation proposals. Committee 3 is headed by Captain E. B. Webster, Chief of Coast Guard Communications. This Committee will handle proposals for the revision of the International Conventions on matters concerning operating procedures.

During the afternoon session of Committee 2, former FCC Commissioner, Commander T. A. M. Craven, who also served as Chairman of IRAC until recently, explained and discussed the IRAC proposals. Commander Craven, in his opening remarks, stressed that he was speaking as an individual and that his opinions were his own and should not be interpreted as an indication of the official

WAR CONFERENCE INFORMATION AND AGENDA

Within the next two or three days all members will receive a Special NAB Executives War Conference Bulletin containing the details of the Conference. Acceptances from luncheon speakers and those who will appear on the various business session rostrums are practically complete. This special bulletin is being prepared in Chicago and will be mailed from there. Watch for it.

views of either the Federal Communications Commission or IRAC. Commander Craven's talk was extremely helpful to those attending the meeting as he clarified many points upon which some confusion had existed in the minds of many present.

Elsewhere in NAB REPORTS will be found a press release of the Federal Communications Commission and a copy of the order on Docket No. 6651 calling for public hearings on the allocation of frequencies to begin in Washington on September 28, 1944. At the present time, we have one proposal (IRAC) on post-war allocations already submitted to Government and Industry and three other proposals, namely, those of the Department of State, the Federal Communications Commission, and the Radio Technical Planning Board in process of formation. Thus, eventually four separate allocation plans will be formulated. It is hoped that all four plans will bear at least some similarity to each other and this will probably be so as many Government and Industry representatives are serving on several of the allocation groups. However, if confusion is to be avoided, the utmost coordination must be affected between the several groups now working on allocations.

It is regrettable that it has become necessary to place an early deadline (December 1, 1944) on post war allocations as many of the war-time technical developments which may have an important bearing on future allocations will not be available to many of those working on the allocation proposals unless the war ends at an early date or the military finds it possible to release classified technical data to those working on allocation problems.

Howard S. Frazier, NAB Director of Engineering, attended the meetings in the dual capacity of NAB representative and Chairman of Panel 4 on Standard Broadcasting of RTPB.

FCC SCHEDULES HEARINGS ON POST-WAR FREQUENCIES

(Continued from page 277)

munications Act, "or any international radio or wire communications treaty or convention"; and, "for the purpose of obtaining maximum effectiveness from the use of radio * * * in connection with safety of life and property, * * * investigate and study all phases of the problem and the best methods of obtaining the cooperation and coordination of these systems"; and

WHEREAS, the Commission, the other interested Government departments, and the radio industry all recognize that a complete review of present allocations of bands of frequencies in the radio spectrum is necessary as a result of the important advances in the radio art which have been made during the war and the greatly increased demands for the use of radio; and

WHEREAS, it is essential in the interest of orderly plan-

DAUGHTER OF NAB AUDITOR JOINS WOMEN'S ARMY CORPS

Bonnie June Hathaway, daughter of Mrs. M. O. Hathaway, NAB Auditor, enlisted in the WAC on Wednesday (August 16). With the enlistment of her daughter in the WAC, all three of Mrs. Hathaway's children are now in the armed services, one son being in the army while the other is in the Navy.

ning that frequency allocations be determined before the manpower, materials and manufacturing facilities now devoted to war production become available for the production of civilian equipment; and

WHEREAS, the Commission, the Interdepartmental Radio Advisory Committee, and the radio industry, represented chiefly by the Radio Technical Planning Board, have for some time been conducting studies looking toward the re-allocation of frequencies to the various services operating in the radio spectrum; and

WHEREAS, the Department of State has recently held conferences with interested agencies and parties and has announced that it desires that recommendations with respect to international agreements for the allocation of radio frequencies be available by December 1, 1944; and

WHEREAS, it is essential that the frequency requirements of the United States be determined before appropriate recommendations can be made looking toward international agreements; and

WHEREAS, the Commission is of the opinion that the most effective manner of discharging its responsibility for securing the data necessary to determine the frequency requirements of the United States non-governmental radio services is to hold formal hearings at which all interested persons may present their views;

NOW, THEREFORE, IT IS ORDERED this 15th day of August, 1944, that a hearing be held before the Commission *en banc* commencing at 10:30 a.m. on September 28, 1944, at the offices of the Commission in Washington, D. C., for the purpose of:

- (1) Determining the present and future needs of the various classes of non-governmental services for frequencies in the radio spectrum from 10 kilocycles to 30,000,000 kilocycles with the view of ultimately assigning bands of frequencies to such services;
- (2) Securing for the public and the Commission a clear understanding of the conflicting problems which confront the industry and the regulatory body in the application of frequencies to the service of the public;
- (3) Encouraging experimentation along such lines as may be justified from the evidence presented at the hearing;
- (4) Considering the allocation of frequencies to be proposed by the Radio Technical Planning Board;
- (5) Considering the proposed allocation of the Interdepartmental Radio Advisory Committee dated June 15, 1944, insofar as it pertains to allocations to non-governmental services; and to obtain full information as to what recommendations the Commission should make to the Interdepartmental Radio Advisory Committee with respect to possible conflicts between the requirements of the non-governmental radio services and the proposed Interdepartmental Radio Advisory Committee allocations to the Government radio services;
- (6) Assisting the Government in its preparation for future International Conferences;
- (7) Determining what recommendations, if any, the Commission should make to the Congress for the enactment of additional legislation on the matters covered by this order.

IT IS FURTHER ORDERED, that persons or organizations desiring to appear and testify shall notify the Commission

of such intention on or before September 11, 1944, stating the names of all witnesses who will appear, the topic each will discuss and the time expected to be required for the testimony. Persons who intend to testify at the hearing should prepare exhibits which show the requirements for frequency bands and positions in the frequency spectrum for the service to which their testimony is directed and five copies of each exhibit should be furnished the Commission on or before September 20, 1944.

FEDERAL COMMUNICATIONS COMMISSION,
T. J. SLOWIE,
Secretary.

NAB RELEASES RADIO CONTRIBUTION FIGURES FOR FIFTH WAR LOAN

Following is a copy of the report mailed to all station managers the week of August 7 giving a breakdown of the contribution of radio and its advertisers to the Fifth War Loan drive.

This report was the basis of news releases which went to press and wire services and all trade publications, including excerpts from the letter addressed to Harold Ryan by Secretary of the Treasurer, Henry Morgenthau, Jr. (NAB REPORTS of August 11.)

5th War Loan Promotion Report to Stations

In accordance with promise made you when soliciting your cooperation regarding early reporting of 5th War Loan promotion in June (green sheet) and July (yellow), the following information is supplied:

Total contribution to 5th War Loan by industry and its advertisers	\$11,000,000
Individual station originations	5,100,000
OWI allocations to national and regional networks, network and national spot advertisers and also network originations over and above OWI allocations	5,910,000

Details of Local Origination

From the green and yellow reports which you supplied, NAB Research Department was able to determine accurately that station originations of the \$5,100,000, minimum, were divided as follows:

Treasury Song for Today	5-Min ET	33,422
Treasury Salute	15-Min ET	21,893
"Four for the Fifth"	30-Min ET	3,161
Treasury Star Parade	15-Min ET	179
Announcements	Live or ET	206,094
Station Breaks	40-Min	11
Spots	45-Min	168
2-Min	50-Min	21
3-Min	55-Min	11
4-Min	1 hr.	252
5-Min	1½ hrs.	284
7-Min	1¾ hrs.	13
9-Min	2 hrs.	32
10-Min	2½ hrs.	11
15-Min	3 hrs.	10
25-Min	3½ hrs.	12
30-Min	4 hrs.	32
35-Min	7 hrs.	11

This information is being supplied the Treasury and radio and press news services. You are at liberty to use it as desired.

Many thanks for your help. Without your speedy response 4 to 5 weeks more would have been required to make the determinations herein.

Hope you'll repeat with the 6th this fall.

NAB ENGINEERING COMMITTEE TO CONSIDER ALLOCATIONS

There will be a meeting of the NAB Engineering Committee held in connection with the NAB Executives War Conference held in Chicago on Monday, August 28th at 10 a.m. This Committee comprises the members of the Executive Engineering Committee and one District Engi-

neering Chairman from each of the 17 NAB Districts. Allocations will probably be the principal topic of discussion at the Committee meeting. This may be the only opportunity for the NAB Engineering Department to secure industry views on broadcast allocations prior to the September 28, FCC Hearing.

All engineers registered at the War Conference are invited to attend this engineering meeting.

FCC REJECTS LIBERALIZATION, TIGHTENS ET RULE

In order to avoid the circumvention of its rules requiring identification of recorded broadcast programs, the Federal Communications Commission on August 15 unanimously adopted an amendment to its rules, which takes the form of an added rule, 3.407F as follows:

"A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent."

At the same time, the Commission adopted a resolution rejecting the proposal recently under consideration to liberalize the record announcement rules. Chairman James Lawrence Fly and Commissioner E. K. Jett dissented from its resolution.

SENATOR PEPPER ADVOCATES BROADCAST OF CONGRESSIONAL PROCEEDINGS

On Tuesday, 15, Senator Claude Pepper, Democrat, of Florida, made the following remarks on the floor of the Senate, after which he introduced a resolution appearing here at the close of his statement:

"Mr. President, I think the whole country was very much influenced and delighted by being able to hear over the radio the proceedings of the two great national conventions. I have been immensely impressed by the number of people who, after our convention was held, have made reference in talking to me to some detail of the convention which they had heard over the radio. I think the millions of people of the country remained close to their radios to hear the proceedings of both conventions because they knew that there the policies of their Government were being determined. Because the people are interested in the democratic processes, and because the radio brought the conventions almost into the homes and the public places of the country, the proceedings of the conventions had a profound influence upon the thinking of our people.

"Mr. President, it has seemed to me for some time a project worthy of consideration as to whether the proceedings of the Congress might be broadcast to the people of the country. Surely the people of this country are sovereign. Surely all of us regard ourselves as their spokesmen. We are all trying to serve their objectives and their great purposes. If they could by the marvel of the radio be brought, as it were, as the visitors in the galleries are privileged to be, to be witnesses of the deliberations of their Representatives and Senators in Congress, I believe it would be in furtherance of the democratic process.

"So, Mr. President, I introduce and ask to have appropriately referred a joint resolution authorizing the broadcasting of the proceedings of the Senate and the House of Representatives. I bespeak for the joint resolution the consideration of my colleagues in the Senate. It is not contended that the joint resolution is perfect in form. It does not contemplate the setting up of any Government-owned facilities. It does direct the Architect of the Capitol to aid the broadcasting companies in the broadcasting of the proceedings of the Senate and the House of Representatives."

The Pepper Resolution (S. J. Res. 145) which was referred to Senate Committee on Rules was as follows:

"Authorizing the broadcasting of the proceedings of the Senate and the House of Representatives.

"WHEREAS during the coming months and years most of the major social, economic, and political issues of the

United States and of the world will be debated by the Congress of the United States; and

"WHEREAS the interests of every citizen are vitally affected by these proceedings and their outcome; and

"WHEREAS there has been mounting public interest throughout the country in the proceedings of the Senate and the House of Representatives; and

"WHEREAS the proceedings of the Senate and the House of Representatives are of necessity presented only in brief extracts or summaries by newspapers and news broadcasters, with the result that issues and the stands taken by Senators and Representatives are frequently misunderstood; and

"WHEREAS radio broadcasting makes it possible to bring the proceedings of the Senate and the House of Representatives directly to the people of the United States: Therefore be it

"RESOLVED by the Senate and House of Representatives of the United States of America in Congress assembled,

"That radio broadcasting stations and radio broadcasting networks are hereby authorized to broadcast any proceedings on the floor of the Senate or of the House of Representatives:

"PROVIDED, however, that no station or network shall be required to broadcast any proceeding, nor shall any proceedings of either House be broadcast when such House otherwise orders; and

"That the Architect of the Capitol is authorized and directed to make such arrangements as may be necessary to make available the proceedings of the Senate and the House of Representatives for broadcasting by stations and networks; and

"That the Architect of the Capitol is further authorized and directed to make available at cost copies of such me-equipment as may be necessary to make a complete and continuous mechanical recording of the proceedings; and

"That the Architect of the Capitol is further authorized and directed to make available at cost copies of such mechanical recordings to broadcasting stations and networks desiring to broadcast them."

NAB URGES STATIONS TO STEP UP ARMY NURSE RECRUITING EFFORTS

(As released by NAB News Bureau)

Because of the Army's immediate need for large additional numbers of Army Nurses, all stations are being urged by NAB to step up Army Nurse Corps recruiting efforts.

The appeal was made in a letter by Arthur Stringer, secretary, NAB War Committee, being distributed this week by the Army's Recruiting Publicity Bureau, Governors Island, New York.

Backbone of the campaign is to be the "Voice of the Army", 15-minute transcribed program, now broadcast by approximately 800 stations every week.

The letter to station executives reads, in part:

"Our soldiers are being wounded 7 days a week, 24 hours a day! Fighting intensifies—casualty lists lengthen—need for Army Nurses goes up, away up!

"Today the Army NEEDS ARMY NURSES so urgently that as broadcasters and as individuals we can perform no greater service to this Nation at war than to redouble all efforts to recruit them.

"Definite Ways to Help

- "1. Continue to broadcast 'Voice of the Army', Army's weekly 15-minute ET. Beginning with program No. 213, not yet titled, the 'Voice of the Army' will concentrate on recruiting Army Nurses.
- "2. Improve the broadcast time of 'Voice of the Army' if possible. Program should reach as large a women's audience as can possibly be arranged.
- "3. If you have personnel available, why not, additionally, engage in some extra promotion in behalf of Army Nurses, the same as you did in the 5th War Loan?"

CODE, TECHNICAL AND PROGRAM DEPARTMENTS DISCUSSED IN BULLETIN

Edgar Bill, President, WMBD, former Chairman of the NAB Code Compliance Committee and currently Chairman of the Public Relations Committee, discusses the NAB Code in the Special Program Manager's Bulletin No. 2 accompanying this issue of the REPORTS.

These bulletins are being presented by the Program Managers' Executive Committee and are suitable for a separate binder which may be used as a Program Manager's Handbook.

Bob DeHaven, Program Director of WTCN, Minneapolis, writes interestingly on the topic, "A Program Manager Looks at the Technical Department," and Reed Snyder, Technical Supervisor of Studio Operations at WHO, Des Moines, scores for the operators in his well prepared piece, "The Technical Department Has a Look at the Program Department."

Attention of all Program Managers should be called to these bulletins, the first of which appeared with REPORTS of July 14. They can be detached and set up in a separate binder in the Program Department. More will follow at approximately monthly intervals.

MAIL RED CROSS PROMOTION PIECE

"140 Say Yes" is title of four-page brochure mailed by NAB to all stations on Wednesday (16) on behalf of "Food for All", American Red Cross transcribed series of nine 15-minute programs.

One hundred forty stations which had broadcast series, were currently broadcasting it, or had made firm commitments to do so, up to July 27, are listed on the pack page.

As set up, the promotion attracts the support of the local food industry. Two-color easel counter cards, imprinted with call letters and time of broadcasts, are distributed without charge throughout station's listening area. Over 50,000 have already been placed to date.

SUGGESTIONS FOR CO-OPERATION WITH WPB CONSERVATION PROGRAM

On Wednesday (August 16), Lewis H. Avery, NAB Director of Broadcast Advertising, addressed a letter to all radio stations urging their cooperation with the WPB Conservation Program for Textiles and Furniture. Here is the text of the letter:

In July, 1943, Chairman Donald Nelson announced the War Production Board's Declaration of Policy concerning the retail promotion of textiles and textile products. Furniture was later included under the terms of the Policy.

Because present indications are that these products will remain in relatively short supply during 1944, it is imperative to the war program and the needs of consumers that this voluntary program be adhered to by all retailers.

To keep your employees informed and give assistance to your clients, you may wish to follow a procedure that other organizations have found desirable. For instance:

1. Conduct a staff meeting of your employees to familiarize them with the purpose and terms of the Declaration of Policy.
2. Designate a responsible member of the executive staff to give final approval to announcements which advertise textiles, textile products and furniture, before going on the air.
3. Cooperate with your local retailers and retail associations in the furtherance of the program.

Complete details of the Declaration of Policy, including references to help you set the program in motion, have been mailed to you from the War Production Board. We urge your wholehearted cooperation.

ARTHUR STRINGER RECEIVES SIGNAL CORPS CERTIFICATE OF APPRECIATION

Presentation to be at NAB War Conference

Following the Signal Corps' award to the National Association of Broadcasters of a Certificate of Appreciation for the radio industry's loyal and patriotic service, Arthur Stringer, Secretary of the NAB War Committee, was honored individually in a second Certificate citing his personal service in the war emergency.

This development highlights the manner in which NAB staff members act in liaison with government war agencies on behalf of the members of the Association.

A brief ceremony is being planned for the NAB Executives War Conference in Chicago this month in which Colonel Leland H. Stanford, the Chief Signal Officer of the Sixth Service Command, will make the presentation to Stringer.

Language of Major General H. C. Ingles, Chief Signal Officer, in a personal communication received by Stringer, is as follows:

"It gives me genuine pleasure to inform you that a CERTIFICATE OF APPRECIATION has been awarded to you for your excellent cooperation and patriotic service to our country in the present world-wide conflict.

"The leadership which you displayed in cooperating with the Signal Corps in the development of the Signal Corps Enlisted Corps Pre-Service Training Program was of material aid in the fulfillment of the Signal Corps' responsibility of providing the Army with the world's finest military communications."

IOWA CHURCHES INSTALL LOUD SPEAKERS TO HEAR NEW BISHOP OVER WHO

Bishop Charles W. Brashares, newly elected and appointed head of the Des Moines area of the Methodist Church, including the entire state of Iowa, made his first public appearance in his new incumbency at Epworth Methodist Church in Des Moines, where he preached the Sunday morning sermon on August 6 during a service broadcast by WHO.

Methodist Churches throughout Iowa installed radio receivers, tuned to WHO, to listen to the bishop's first sermon in Iowa. 16 district superintendents of the church estimated there were more than 10,000 worshippers in the "congregation," according to Rev. R. T. White, minister of the church in which the bishop appeared.

The broadcast was one of a series of public service broadcasts by WHO, which allocates 11:00 a.m. to 12:00 noon every Sunday in the year to churches of various denominations.

PHILIP F. SILING RESIGNS FROM FCC TO JOIN RCA

The FCC has announced that it has accepted the resignation of Philip F. Siling, Assistant Chief Engineer in Charge of Broadcasting, in order to permit him to become associated with the Radio Corporation of America as Engineer in Charge of its Central Frequency Bureau. Effective immediately, Mr. John A. Willoughby, who has been Assistant Chief of the Broadcast Division of the Engineering Department of the Commission, will serve as Acting Chief of that Division.

In making public the impending separation, the Commission expressed its appreciation of Mr. Siling's services during the past nine years and stated that his loyalty, hard work, efficiency and ability to get things done would be sorely missed.

Mr. Siling was born in East Orange, N. J., August 14, 1897. He was graduated cum laude from Yale in 1917 with a Ph.B. in Electrical Engineering and is a member of Sigma Xi. Mr. Siling was with the A. T. & T. Co., De-

partment of Operation and Engineering from 1917 to 1929, when he was appointed Outside Plan Engineer of the I. T. & T. Corp. He was appointed Superintendent of Materials and Supplies for I. T. & T. Corp. of South America in 1931 with headquarters in Buenos Aires. In 1933 he was appointed Assistant Deputy Administrator of the National Recovery Administration in charge of codes of the Electrical Manufacturing Industry. In 1935 he transferred to the Federal Communications Commission as Senior Telephone Engineer and in 1941 was promoted to Chief of the International Division of the Engineering Department. In February of 1944 he was made Assistant Chief Engineer in charge of the Broadcast Division of that Department. In addition to his Commission assignments, Mr. Siling has served as Secretary of the Interdepartment Radio Advisory Committee and as Chairman of its Technical Subcommittee.

FCC MAKES "GOOD NEIGHBOR" FELLOWSHIP AWARDS

Fellowship awards for eleven months' study in the United States under the guidance of the Federal Communications Commission in the operating and regulating fields of radio communications were made August 15 by the Commission to Ezequiel Martins da Silva of Brazil and to Daniel Sage Mora of Chile. These are the first awards made in the Commission project, under the Interdepartmental Committee on Cooperation with the American Republics. A \$10,000 fund was authorized for four fellowships to engineers in Brazil, Cuba, Mexico and Chile.

A resident of Rio de Janeiro, Mr. Martins is Chief of the Radio Escuta of Brazil, which is that country's equivalent of the FCC's Radio Intelligence Division. The Escuta was responsible for patrolling the etherways for clandestine and other unauthorized radio transmissions and of tracking down interference to authorized radio operations in Brazil. Mr. Martins has represented his Department in England and was one of several Latin-American engineers trained by the Commission in radio-direction finding and monitoring techniques at the FCC's Laurel, Md., field station in 1942.

Thirty-seven years old, Mr. Martins has been employed in the Brazilian Department of Posts and Telegraphs for the past 20 years.

Mr. Sage, a resident of Santiago, has charge of radio broadcasts and amateurs in the Department of Radio-communications in Chile. He is 40 years old and has been a radio technician for 12 years. He lived in New York from 1926 to 1931 and also attended the FCC's training school at Laurel, Md., in 1942. He attended Industrial Engineering School for seven years, has the degree of Electrical Technician, and is now working toward the degree of Electrical Engineer.

COAST GUARD THANKS RADIO FOR COMMEMORATIVE PROGRAMS

The following letter was received from Captain Ellis Reed-Hill, Chief, Public Relations Division of the United States Coast Guard, addressed to the National Association of Broadcasters:

"The celebration of the 154th Anniversary of the founding of the Coast Guard which was observed the week of 30 July-6 August was one of the most successful held in the history of the Service.

"Commemorative programs, salutes and special messages of all sorts were received by the Coast Guard during the week.

"We have felt that of outstanding importance during the week was the informative treatment and effective fashion in which radio contributed to the anniversary week. We feel here at the Coast Guard that radio proved outstanding in its service.

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"Will you convey to the membership of the National Association of Broadcasters the thanks of the officers and men of the Coast Guard for their constructive assistance and cooperation."

JOSEPH SAMPIETRO, MUSICAL DIRECTOR OF KOIN

Radio lost one of its veteran musicians in the sudden passing Wednesday, August 9, of Joseph Sampietro, musical director of KOIN, Portland, Ore. Death was attributed to a heart attack which he suffered at the studios the day before.

Regular conductor of the KOIN orchestra, he was in charge of the station's music department since 1930. It was his one and only post in radio. He formerly conducted orchestras for principal theaters in Portland and Seattle.

His death removes from the Northwest one of its foremost leaders in the realm of fine music. He was conductor for the Portland Civic summer concerts. Out of respect to his memory, the concerts for the remaining period of the 1944 season were suspended by Mayor Earl Riley, who said:

"Mr. Sampietro's death is a serious loss to the city, because he gave freely of his time and energy in public service and of his talents to many civic affairs."

Federal Communications Commission Docket

HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, August 21. It is subject to change.

Thursday, August 24

WORL—Broadcasting Service Organization, Inc., Boston, Mass.—Renewal of License (Main & Aux.). **950 kc.**, 1KW (Main), 500 watt (Aux.), Daytime (Main). Aux. purposes only (Aux.).

Federal Communications Commission Action

APPLICATIONS GRANTED

The Elm City Broadcasting Corp., New Haven, Conn.—Granted construction permit (B1-P-3655) for a new station to operate on **1340 kc.**, 250 watts, unlimited time, subject to approval of transmitter site and antenna system by CAA, and in accordance with Commission's procedure under January 26, 1944, policy.

WFOR—Forrest Broadcasting Co., Inc. (Assignor), C. J. Wright, B. M. Wright, and C. J. Wright, Jr., d/b as Forrest Broadcasting Co. (Assignor), Hattiesburg, Miss.—Granted consent to assign the license of station WFOR from Forrest Broadcasting Co., to C. J. Wright, B. M. Wright, and C. J. Wright, Jr., a partnership, d/b as Forrest Broadcasting Co. There is no monetary consideration involved, the purpose is to change licensee from that of a corporation to a partnership. (B3-AL-425)

WGTC—J. J. White, trading as Greenville Broadcasting Co., near Greenville, N. C.—Granted renewal of license for the period ending December 1, 1945.

KIUL—Frank D. Conard, tr/as Radio Station KIUL, Garden City,

Kans.—Granted construction permit to increase power from 100 to 250 watts and make changes in transmitting equipment, subject to condition that permittee will install antenna that complies with regulations when materials become available, and subject to Commission's Supplemental Statement of Policy of Jan. 26, 1944.

The University of Southern Calif., Los Angeles, Cal.—Granted construction permit for new station to operate on frequency **42900 kc.**, 1 KW power, special emission for FM, subject to approval of proposed site by the CAA, and compliance with marking specifications, and subject to procedure announced in Memo Opinion of April 27, 1942.

Air-Waves, Inc., Baton Rouge, La., and Louisiana Communications, Inc., Baton Rouge, La.—Granted petitions in part to permit reinstatement of applications for construction permits for new stations at Baton Rouge, and ordered that said applications be designated for further consolidated hearing. Both applicants request frequency **1400 kc.**, with 250 watts power, unlimited time.

WCLE—United Broadcasting Co., Cleveland, Ohio—Granted 30-days additional time in which to satisfy conditional grant of May 16, 1944, authorizing change of frequency, increase in power and hours of operation, and move of station from Cleveland to Akron, Ohio.

KFXD—Frank E. Hurt, Nampa, Idaho; Queen City Broadcasting Co., Inc., Boise, Idaho; Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall, d/b as Idaho Broadcasting Co., Boise, Idaho—Designated for consolidated hearing the application of KFXD for construction permit (B5-P-3668) to change frequency from **1230 to 580 kc.**, power from 250 watts to 1 KW, install new transmitter and DA, move transmitter site to a point near Meridian, Idaho, and establish main studio at Boise, with application of Queen City Broadcasting Co., Inc. (B5-P-3613), for new station to operate on **600 kc.**, 1 KW, DA-N, unlimited time, and application of Idaho Broadcasting Co. (B5-P-3631) for new station to use **1340 kc.**, 250 watts, unlimited time.

PROPOSED REPORT

Commission announced adoption of an Order making final its Proposed Report (P-32) issued July 15, denying the applications of Parker Brothers & Co., Inc., Houston, Texas, and W. D. Haden Company, Galveston, Texas, for renewal of ship-station licenses WDUG and WOAF. (Docket Nos. 6487 and 6489)

At the same time, the Commission extended on a temporary basis the existing authorizations covering the operation of such stations for a period of 60 days from August 15, pending Commission consideration of such applications as the applicants may file for construction permits for provisional stations.

MISCELLANEOUS

WGBG—Greensboro Broadcasting Co., Inc., Greensboro, N. C.—Granted petition for leave to dismiss without prejudice application for construction permit to operate on **850 kc.**, 250 watts night, 1 KW day, from LS to SS-Denver. (Docket 6595)

WRUF—University of Florida, Gainesville, Fla.—Dismissed petition for leave to intervene in Docket 6595 above.

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Granted in part motion for postponement of hearing in Docket 5994; hearing continued for 30 days.

KFAB—The Sidles Company (Transferor). The Sidles Co., Star Printing Co., State Journal Printing Co. and Columbia Broadcasting System, Inc. (transferees); WBT—Columbia Broadcasting System, Inc. (Assignor); KFAB Broadcasting Co. (assignee)—Granted joint motion to dismiss without prejudice applications for voluntary relinquishment of control of KFAB Broadcasting Co., licensee of Station KFAB, Lincoln, Nebraska (Docket 6622), and for voluntary assignment of license of Station WBT, Charlotte, N. C. (Docket 6623)

Blue Network Company, Inc., New York, N. Y.—Granted request as to withdrawal of application for authority to transmit programs through Station KFJZ, Fort Worth, Texas, and the Texas State Network to Station XELO, Ciudad Juarez, Mexico, and dismissed said application without prejudice. (Docket 6603)

R. O. Hardin and J. C. Buchanan, d/b as Nashville Broadcasting Co., Nashville, Tenn.; Nashville Radio Corporation, Nash-

ville, Tenn.; Minor E. Bragg and Robert C. Lipscomb, d/b as Murfreesboro Broadcasting Co., Murfreesboro, Tenn.; E. E. Murrey, Tony Sudekum, Harben Daniel and J. B. Fuqua, d/b as Tennessee Broadcasters, Nashville, Tenn.; J. W. Birdwell, Nashville, Tenn.—Granted petitions of Nashville Broadcasting Company and Nashville Radio Corporation for reinstatement of their applications for construction permits for new stations at Nashville; granted petition of Murfreesboro Broadcasting Co. for reinstatement of its application for construction permit for new station at Murfreesboro; and designated said applications for consolidated hearing together with applications of Tennessee Broadcasters and J. W. Birdwell for construction permits for new stations at Nashville. (B3-P-3190; Docket 6191) (B3-P-3034; Docket 6108) (B3-P-3426; Docket 6270) (B3-P-3621) (B3-P-3651)

WJLS—Joe L. Smith, Jr., Beckley, W. Va.—Scheduled for oral argument on August 30, 1944, in re application for construction permit to make changes in equipment of WJLS for operation on **560 kc.**, with 100 watts power night, 250 watts day, unlimited time. (Proposed Findings No. B-199; Docket No. 5972)

WGST—Ga. School of Technology, Atlanta, Ga.—Granted license to cover construction permit which authorized changes in transmitting equipment and increase in maximum rated carrier power output of auxiliary transmitter. (B3-L-1811)

WKAG—Radio Corp. of Puerto Rico, San Juan, P. R.—Granted modification of construction permit for extension of completion date to 1-26-45. (B-MP-1755).

W9XEK—Courier-Journal and Louisville Times Co., Nr. Eastwood, Ky.—Granted license to cover construction permit for new developmental broadcast station on an experimental basis only; **45500 kc.**, or other frequencies at the direction of the Commission. 1 KW. (B2-LEX-17)

KUDT—A. H. Belo Corp., Portable-Area of Dallas, Tex.—Granted license to cover construction permit for new relay broadcast station frequencies; **156750, 158400, 159300, and 161100 kc.**; 100 watts. (B3-LRE-436)

WKAQ—Radio Corp. of Puerto Rico, San Juan, P. R.—Granted modification of construction permit for extension of completion date to 1-26-45. (B-MP-1756)

KGHF—Curtis P. Ritchie, Pueblo, Colo.—Granted license to cover construction permit which authorized increase in power from 500 watts day and night to 1 KW day, 500 watts night, and changes in transmitting equipment (B1-L-1817); also granted authority to determine operating power by direct measurement of antenna power. (B5-Z-1610)

WHLN—Blanfox Radio Co., Harlan, Ky.—Granted license to cover construction permit authorizing change in frequency from **1450 to 1230 kc.**, and changes in antenna and ground system (B2-L-1818); also granted authority to determine operating power by direct measurement of antenna power. (B2-Z-1611)

KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—Granted modification of construction permit (B3-P-3062) for extension of completion date to 10-10-44.

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

The Crosley Corp., Columbus, Ohio; West Va. Radio Corp., Morgantown, W. Va.; The Wooster Republican Printing Co., Wooster, Ohio; Nevada Broadcasting Co., Las Vegas, Nev.; Fetzer Broadcasting Co., Grand Rapids, Mich.; Doughty & Welch Electric Co., Inc., Fall River, Mass.

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

Warner Bros. Broadcasting Corp., Hollywood, Cal.; United Detroit Theatres Corp., Detroit, Mich.; WFSM, Inc., Indianapolis, Ind.

KORE—Frank L. Hill and Violet G. Hill, d/b as Eugene Broadcast Station, Eugene, Ore.—Granted request for waiver of Section 1.364 of the regulations requiring filing of application for involuntary assignment of license within 30 days of the death of assignor; granted additional 30 days within which to file such application.

Birney Imes, Jr., Meridian, Miss.—On the Commission's own motion, continued hearing in Docket 6596 scheduled for August 10, until September 8, 1944. (Application is for construction permit for new station.)

Birney Imes, Jr., Meridian, Miss.—Granted petition for leave to

- amend his application for construction permit so as to change answers as to type of equipment proposed. (Docket 6596)
- KRNR—News-Review Company, Roseburg, Ore.—Granted construction permit to move transmitter and main studio from corner Oak and Jackson Streets, to 136 North Jackson Street, Roseburg, Ore. (B5-P-3657).
- W2XWG—National Broadcasting Co., Inc., New York City.—Granted license to change temporary Class 2, experimental high frequency broadcast station from experimental to commercial FM operation.
- First Baptist Church, Pontiac, Mich.—Granted extension of authority to transmit programs from First Baptist Church at Pontiac to Radio Station CKLW, Windsor, Ontario, Canada.
- Mutual Broadcasting System, Inc., Chicago, Ill.—Granted extension of authority to transmit programs to Station CKLW, stations owned and operated by the Canadian Broadcasting Corp., and stations licensed by the Canadian Minister of Transport through the facilities of the AT&T.
- WJAX—City of Jacksonville, Jacksonville, Fla.—Granted renewal of license for the period ending May 1, 1947.
- WSAP—Portsmouth Radio Corp., Portsmouth, Va.—Granted motion to dismiss without prejudice application for construction permit to change frequency from 1490 to 1240 kc.
- KCRJ—Central Arizona Broadcasting Co., Jerome, Ariz.—Granted authority to cancel outstanding license, delete call signal KCRJ, and close records of this station. Denied request to reserve this call signal.
- KNET—Palestine Broadcasting Corp., Palestine, Texas.—Granted modification of license to change hours of operation from daytime only to unlimited (B3-ML-1196).
- WRNL—John Stewart Bryan, Douglas S. Freeman and D. Tennant Bryan (Transferors); Richmond Newspapers, Inc. (Transferee); Richmond Radio Corp. (Licensee), Richmond, Va.—Granted consent to transfer control of Richmond Radio Corp., licensee of station WRNL, and relay stations WEOH and WAHM, from John Stewart Bryan, Douglas S. Freeman and D. Tennant Bryan to Richmond Newspapers, Inc., representing 500 shares, or 100% of all authorized, issued and outstanding common voting stock. The consideration for these shares is cancellation of notes of the transferors aggregating \$25,000 due to and held by transferee (B2-TC-381).
- WMRN—Howard F. Guthrey and Florence Guthrey (Transferors), Robert T. Mason (Transferee), The Marion Broadcasting Co. (Licensee), Marion, Ohio.—Granted consent to transfer of control of The Marion Broadcasting Co., licensee of Station WMRN from Howard F. Guthrey and Florence Guthrey (Transferors) to Robert T. Mason (Transferee), involving sale of 101 shares, or 50.5% of the issued and outstanding capital stock of licensee for a consideration of \$13,837 (B2-TC-398).
- WDEF—Joe W. Engel (Assignor), WDEF Broadcasting Co. (Assignee), Chattanooga, Tenn.—Granted consent to assign the license of Station WDEF from Joe W. Engel to WDEF Broadcasting Co., involving transfer from an individual to a corporation controlled by him (B3-AL-420).
- KLBM—Ben E. Stone (Assignor), Inland Radio, Inc. (Assignee), LaGrande, Ore.—Granted consent to assign the license of Station KLBM from Ben E. Stone to Inland Radio, Inc., for a consideration of \$15,000 (B5-AL-423).
- KTAR—KTAR Broadcasting Co., Phoenix, Ariz.—Granted renewal of license on a regular basis.
- KTW—The First Presbyterian Church of Seattle, Seattle, Wash.—Granted renewal of license for the period ending May 1, 1947.
- WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—The Commission on its own motion postponed for a period of 30 days the hearing now scheduled for August 11 on application for renewal of license of station WNBZ.
- WOOD—King-Trendle Broadcasting Corp., Grand Rapids, Mich.—Granted license (B2-L-1821) to cover construction permit which authorized move of formerly licensed 500-watt main transmitter to site of present main transmitter, to be operated as an auxiliary transmitter with power of 500 watts, employing directional antenna night.
- WXYZ—King-Trendle Broadcasting Corp., Detroit, Mich.—Granted license to cover construction permit (B2-L-1822) which authorized move of auxiliary transmitter to site of main transmitter, to be operated with directional antenna night.
- Hearst Radio, Inc., area of Baltimore, Md.—Placed in pending file application for experimental television relay station in accordance with Commission policy adopted February 23, 1943.
- Applications of the following applicants for *commercial television* construction permits, were placed in the pending files in accordance with Commission policy adopted February 23, 1943:
- J. E. Rodman, Fresno, Calif.; National Broadcasting Co., Inc., Chicago; Hearst Radio, Inc., Baltimore, Md.; Globe-Democrat Publishing Co., St. Louis, Mo.; Consolidated Broadcasting Corp., Ltd., Los Angeles; E. Anthony & Sons, Inc., Providence, R. I.
- Applications of the following applicants for *high frequency (FM)* broadcast station construction permits, were placed in the pending files in accordance with Commission policy adopted February 23, 1943:
- Scranton Broadcasters, Inc., Scranton, Pa.; Shelbyville Radio, Inc., Shelbyville, Ind.; World Publishing Co. and Tulsa Tribune Co., Tulsa, Okla.; Pape Broadcasting Co., Mobile, Ala.; The Reporter Broadcasting Co., Abilene, Texas; James Broadcasting Co., Inc., Jamestown, N. Y.; Missouri Broadcasting Corp., St. Louis, Mo.; Banks of the Wabash, Inc., Terre Haute, Ind.
- WKLA—Karl L. Ashbacker and Grant F. Ashbacker, d/b as Ludington Broadcasting Co., Ludington, Mich.—Granted modification of construction permit (B2-P-3406) which authorized a new station, to extend commencement and completion dates to 60 days and 180 days after grant, respectively (B2-MP-1752).
- WSAY—Brown Radio Service and Lab. (Gordon P. Brown, Owner), Rochester, N. Y.—Granted modification of construction permit (B1-P-2924) for extension of completion date to 11-1-44.
- WHBC—The Ohio Broadcasting Co., Canton, Ohio.—Granted modification of construction permit (B2-P-3649), for extension of completion date from 8-15-44 to 9-15-44.
- KWG—McClatchy Broadcasting Co., Stockton, Calif.—Granted license (B5-L-1816) to cover construction permit which authorized increase in power from 100 to 250 watts, and changes in transmitter and antenna. Also granted authority to determine operating power by direct measurement of antenna power.
- KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Granted license (B5-L-1814) to cover construction permit which authorized installation of new ground system. Also granted authority to determine operating power by direct measurement of antenna power.
- KROY—Royal Miller Radio, Sacramento, Calif.—Granted license (B5-L-1819) to cover construction permit which authorized increase in power to 250 watts and installation of new transmitter. Also granted authority to determine operating power by direct measurement of antenna power (B5-Z-1612).
- WDAK—Valley Broadcasting Co., Columbus, Ga.—Granted license to cover construction permit (B3-L-1815) which authorized move of studio and transmitter and installation of new antenna; also granted authority to determine operating power by direct measurement of antenna power.
- WJMC—Walter C. Bridges, Rice Lake, Wis.—Granted authority to determine operating power by direct measurement of antenna power (B4-2-1603).

APPLICATIONS FILED AT FCC

580 Kilocycles

- KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—Modification of construction permit (B3-P-3062 which authorized change in frequency, increase in power, installation of new transmitter, directional antenna for night use and move station) for change in type of transmitter, changes in directional antenna system and extension of commencement and completion dates.

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. Amended: re change type of transmitter, changes in corporate structure and specify a studio site.

780 Kilocycles

- KFAB—KFAB Broadcasting Co., Lincoln, Nebr.—Authority to determine operating power by direct measurement of antenna power.

850 Kilocycles

WEEU—Berks Broadcasting Co., Reading, Pa.—Transfer of control of licensee corporation from Clifford M. Chafey, Harold O. Landis, Harry S. Craumer and Raymond A. Gaul to George J. Feinberg, Joseph M. Nassau and Milton J. Hinklein—100%.

860 Kilocycles

WSON—Henderson Broadcasting Co., Inc., S.E. of Henderson, Ky.—License to cover construction permit (B2-MP-1396) which authorized increase in power and changes in transmitting equipment.

950 Kilocycles

WSPA—Spartanburg Advertising Co., Spartanburg, S. C.—Modification of construction permit (B3-P-3384 which authorized increase in power and changes in directional antenna) for further changes in directional antenna system.

1000 Kilocycles

KOMO—Fisher's Blend Station, Inc., Seattle, Wash.—Modification of construction permit (B5-P-1281 which authorized increase in power from 5 KW to 50 KW, install new transmitter, directional antenna for night use and move transmitter) for approval of directional antenna system and transmitter site. Amended: re transmitter site and directional antenna.

1150 Kilocycles

WAPO—Joda Patterson, Ramon G. Patterson and Louis Patterson Pursley, d/b as WAPO Broadcasting Service, Chattanooga, Tenn.—Authority to determine operating power by direct measurement of antenna power.

1190 Kilocycles

WLIB—WLIB, Inc., Brooklyn, N. Y.—Transfer of control of licensee corporation from Irwin Steingut, Elias I. Godofsky, Aaron L. Jacoby, Arthur Faske, William Weisman and Louis W. Berne to Dorothy S. Thackrey—100%.

1240 Kilocycles

NEW—Birney Imes, Jr., Meridian, Miss.—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts, and unlimited hours of operation. Amended: re changes in transmitting equipment.

KASA—E. M. Woody, Elk City, Okla.—Voluntary assignment of license to Southwest Broadcasting Company.

WBIR—American Broadcasting Corp., Knoxville, Tenn.—Authority to determine operating power by direct measurement of antenna power.

KFJI—KFJI Broadcasters, Inc., Klamath Falls, Ore.—Transfer of control of licensee corporation from George Kincaid and Rachel J. Kincaid to Willard D. Miller—100%.

NEW—Altoona Broadcasting Co., Altoona, Penna.—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation.

NEW—WARC, Inc., Rochester, New York.—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts, and unlimited hours of operation. Amended: re changes in corporate structure.

1260 Kilocycles

KYA—Palo Alto Radio Station, Inc., San Francisco, Calif.—Extension of special service authorization to permit broadcasting of information to longshoremen in accordance with the request of the Pacific Coast Maritime Industry Board, for the period beginning 10-1-44.

1270 Kilocycles

WXYZ—King-Trendle Broadcasting Corp., Detroit, Mich.—License to cover construction permit (B2-P-3635) for an auxiliary transmitter.

1300 Kilocycles

WOOD—King-Trendle Broadcasting Corp., Grand Rapids, Mich.—License to cover construction permit (B2-P-3639) for an auxiliary transmitter.

1310 Kilocycles

WDOD—WDOD Broadcasting Corp., Chattanooga, Tenn.—Authority to determine operating power by direct measurement of antenna power.

1340 Kilocycles

WALL—Community Broadcasting Corp., Middletown, N. Y.—Authority to determine operating power by direct measurement of antenna power.

WTEL—Foulkrod Radio Engineering Co., Philadelphia, Pa.—License to cover construction permit (B2-P-3665) which authorized increase in power and changes in equipment.

WTEL—Foulkrod Radio Engineering Co., Philadelphia, Pa.—Authority to determine operating power by direct measurement of antenna power.

1400 Kilocycles

NEW—Granite District Radio Broadcasting Co., Salt Lake City, Utah.—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts, and unlimited hours of operation. Amended: to change transmitter location to site to be determined, in or near Salt Lake City, Utah.

KVOP—Granite District Radio Broadcasting Co., Salt Lake City, Utah.—Authority to determine operating power by direct measurement of antenna power.

KVOP—W. J. Harpole and J. C. Rothwell, a partnership, Plainview, Texas.—License to cover construction permit (B3-P-3420) as modified, for a new standard broadcast station.

NEW—A. Frank Katzentine, Orlando, Fla.—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

KVAK—S. H. Patterson, Atchison, Kan.—Authority to determine operating power by direct measurement of antenna power.

KONP—Evening News Press, Inc., Port Angeles, Wash.—Modification of construction permit (B5-P-1933 which authorized construction of a new standard broadcast station) for change in type of transmitter, antenna changes and approval of transmitter and studio sites.

WMOH—The Fort Hamilton Broadcasting Company, Hamilton, Ohio.—License to cover construction permit (B2-P-3469 as modified) which authorized construction of a new standard broadcast station.

WMOH—The Fort Hamilton Broadcasting Company, Hamilton, Ohio.—Authority to determine operating power by direct measurement of antenna power.

NEW—A. G. Beaman and T. B. Baker, Jr., a partnership, d/b as Capitol Broadcasting Co., 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—Marshall Broadcasting Co., Marshall, Texas.—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts, and unlimited hours of operation.

1480 Kilocycles

WHBC—The Ohio Broadcasting Co., Canton, Ohio.—Modification of construction permit (B2-P-3649 for change in frequency, increase in power, changes in equipment, and directional antenna for night use) for extension of completion date from 8-15-44 to 9-15-44.

1490 Kilocycles

WHOT—South Bend Broadcasting Corp., South Bend, Ind.—Modification of construction permit (B4-P-3569 which authorized construction of a new standard broadcast station) for extension of completion date.

NEW—Granite District Radio Broadcasting Co., Murray, Utah.—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts, and unlimited time. Amended: to change frequency to 1400 kc., and change transmitter and studio locations to Salt Lake City, Utah.

NEW—Binghamton Press Co., 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.

KGKB—East Texas Broadcasting Co., Tyler, Texas.—Acquisition of control of licensee corporation by James G. Ulmer and Mrs. Minnie B. Ulmer through transfer of 12 shares common stock from J. G. Kretsinger to James G. Ulmer.

1490 Kilocycles

NEW—Central Louisiana Broadcasting Corp., Alexandria, La.—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts, and unlimited time.

NEW—Ernest E. Forbes, Jr., tr/as Magic City Broadcasting Co., Birmingham, Ala.—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts, and unlimited hours of operation.

1600 Kilocycles

NEW—Capital City Broadcasting Company, Des Moines, Iowa.—Construction permit for a new standard broadcast station to be operated on 1600 kc., power of 250 watts, and unlimited hours of operation.

FM APPLICATIONS

NEW—Scranton Broadcasters, Inc., Scranton, Pa.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48100 kc., with coverage of 19,557 square miles.

NEW—Missouri Broadcasting Corp., St. Louis, Mo.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45100 kc., with coverage of 13,200 square miles.

NEW—Times-Star Publishing Co., Alameda, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on 49100 kc., with coverage of 6,450 square miles.

NEW—The Palladium Publishing Company, Benton Harbor, Mich.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46100 kc., with coverage of 1,825 square miles.

NEW—The Cincinnati Times-Star Company, Cincinnati, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46700 kc., with coverage of 13,700 square miles.

NEW—Donald A. Burton, Muncie, Ind.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46500 kc., with coverage of 9,600 square miles.

NEW—Racine Broadcasting Corp., Racine, Wisc.—Construction permit for a new high frequency (FM) broadcast station to be operated on 49100 kc., with coverage of 2,540 square miles.

NEW—Seaboard Radio Broadcasting Corp., Philadelphia, Penna.—Construction permit for a new commercial television broadcast station to be operated on Channel #18. (288000-294000 kc.)

NEW—E. Anthony & Sons, Inc., Providence, R. I.—Construction permit for a new commercial television broadcast station to be operated on Channel #10 (186000-192000 kc.)

MISCELLANEOUS APPLICATIONS

NEW—The Associated Broadcasters, Inc., area of San Francisco, Calif.—License for a new special relay broadcast station to be operated on 1622, 2058, 2150, 2790 kc., power of 5 watts and A3 emission.

NEW—The Associated Broadcasters, Inc., area of San Francisco, Calif.—License for a new special relay broadcast station to be operated on 1622, 2058, 2150, 2790 kc., power of 15 watts and A3 emission.

NEW—The Associated Broadcasters, Inc., area of San Francisco, Calif.—License for a new special relay broadcast station to be operated on 1622, 2058, 2150, 2790 kc., power of 15 watts and A3 emission.

NEW—The Associated Broadcasters, Inc., area of San Francisco, Calif.—License for a new special relay broadcast station to be operated on 1622, 2058, 2150, 2790 kc., power of 15 watts and A3 emission.

NEW—The Associated Broadcasters, Inc., area of San Francisco, Calif.—License for a new special relay broadcast station to be operated on 1622, 2058, 2150, 2790 kc., power of 50 watts and A3 emission.

NEW—The Associated Broadcasters, Inc., area of San Francisco, Calif.—License for a new special relay broadcast station to be operated on 1622, 2058, 2150, 2790 kc., power of 15 watts and A3 emission.

NEW—The Associated Broadcasters, Inc., area of San Francisco, Calif.—License for a new special relay broadcast station to be operated on 33380, 35020, 37620 and 39820 kc., power of 2 watts and A3 emission.

NEW—WTIC—The Travelers Broadcasting Service Corp., Hartford, Conn.—Construction permit to change frequency from 45300 kc. to 43300 kc., change service area from 6,100 square miles to 15,563 square miles, install a new transmitter and antenna.

NEW—The Trustees of Purdue University, West Lafayette, Ind.—Construction permit for a new non-commercial educational broadcast station to be operated on 42700 kc., power of 10 KW and A3 emission.

NEW—National Broadcasting Co., Inc., New York, N. Y.—Extension of authority to transmit programs originating in NBC's studios at 30 Rockefeller Plaza, New York, and/or points in U. S. where network programs may originate, to CMX, Havana, Cuba, for the period beginning 8-20-44.

NEW—Don Lee Broadcasting System, Hollywood, Calif.—Authority to transmit programs originating in the studios of stations affiliated with Mutual Broadcasting System and/or Don Lee Broadcasting System to station CKWX, Vancouver, B. C., Canada.

NEW—The Greenville News-Piedmont Co., Greenville, S. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44100 kc. with coverage of 23,687 square miles.

Federal Trade Commission Docket

COMPLAINTS

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

Interstate Hatcheries and Cornhusker State Hatchery, with offices at 1929 Fourth St., Sioux City, Ia., and a retail establishment at 2419 N St., Omaha, Nebr., engaged in the sale and distribution of baby chicks, are charged in a complaint with misrepresentation. (5204)

Edward P. Paul & Co., Inc., 43 West 13th St., New York, importing, manufacturing and distributing lamps, porcelain and art ware sold principally to retail stores and gift shops, is charged in a complaint with misrepresenting articles manufactured in Japan as being of British or French origin. (5202)

Worthmore Sales Co., 221 East Cullerton St., Chicago, manufacturing and distributing sales promotion cards, is charged in a complaint with violation of the Federal Trade Commission Act in the sale of such cards which are designed to involve a game of chance, lottery scheme or gift enterprise. (5203)

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:

Austelle-Flintom Co., with principal office and place of business in the Atlantic Coast Line Warehouse, Orangeburg, S. C., have been ordered in connection with the interstate purchase of canned fruits, vegetables and other commodities, to cease and desist from receiving or accepting, directly or indirectly, from any seller, anything of value as a commission, brokerage, or other compensa-

tion, or any allowance or discount in lieu thereof, upon purchases made for their own account.

The respondents, who are engaged in the business of purchasing canned fruits, vegetables and other commodities, were found to have violated the brokerage section of the Robinson-Patman Act. (5130)

John Hanley, 5719 Loraine Ave., Detroit, selling and distributing a mechanical device formerly designated "Whirlgas Supercharger" and now called "Whirlgas Turbinator." has been ordered to cease and desist from misrepresentation of the device. (4714)



SUCCESSFUL CONFERENCE ASSURED

The acceptances by the various speakers who were invited to appear on the War Conference Program assure a successful meeting. The NAB Executive War Conference will be a "down to brass tacks" session. Every meeting will be full of meaty subjects handled by competent speakers. Broadcasters are certain to derive genuine and lasting benefit from this meeting.

FCC AUTHORIZES ALTERNATE TRANSMITTERS

The Commission en banc today amended Section 3.64 of its Rules Governing Standard Broadcast Stations in order to permit a station operating with different power day and night to obtain a license authorizing the use of alternate transmitters of different power for day and night use.

Section 3.64, as amended reads:

"Alternate main transmitters.—The licensee of a standard broadcast station may be licensed for alternate main transmitters provided that a technical need²¹ for such alternate transmitter is shown and that the following conditions are met:

- (a) Both transmitters are located at the same place.
- (b) The transmitters have the same power rating except at stations operating with different daytime and nighttime power when it shall be permissible to employ transmitters of power ratings appropriate to either the licensed daytime or nighttime power.
- (c) The external effects from both transmitters are substantially the same as to frequency stability, reliability of operation, radio harmonics and other spurious emissions, audio frequency range and audio harmonic generation in the transmitter.

²¹ Such as licensees maintaining 24-hour schedule and needing alternate operation for maintenance, or where developmental work requires alternate operation."

WAR PRODUCTION BOARD HINGES RADIO MANUFACTURE ON GERMANY'S SURRENDER

Production of civilian radios will be resumed after Germany surrenders, and not before such time, the Radio Industry Advisory Committee was told by leading War Production Board officials at a meeting this week in Washington.

These officials told the committee that the radio-radar

production program for 1944 must continue upward through next December and about 16.4 per cent above the July output rate. Army and Navy officials concurred in this estimate of over-all increase during the remainder of the year.

Among high officials who addressed the radio committee were WPB Vice Chairman C. E. Wilson; Brig. Gen. J. H. Gardner, Assistant Chief of Signal Corps Procurement and Distribution; Commander Palmer K. Leberman, of the Bureau of Ships, U. S. Navy; Stuart K. Barnes, vice president of the Defense Supplies Corporation in charge of radio surplus disposal; and Daniel L. Jacobs, radio section of the Office of Price Administration. Ray C. Ellis, director of WPB's Radio and Radar Division, presided at the meeting.

WPB Vice Chairman Wilson said:

"Many governmental controls may be removed after Germany surrenders and the over-all war production program probably will be reduced by about 40 per cent."

Mr. Wilson said that controls would be removed as soon as possible, but urged the radio and radar industry to maintain its present high levels of war production until after Germany surrenders.

Both Vice Chairman Wilson and Director Ellis told the committee that cutbacks, after the collapse of Germany, might yield a sufficient supply of raw materials to enable civilian production without quota restriction since the amounts of steel, copper, and other raw materials needed by the radio industry are comparatively small. In any event, there will be no authorizations for civilian production, beyond that currently permitted, until after the German collapse, officials advised the committee.

In discussing the "spot" authorization order of August 15, WPB officials pointed out that radio, as well as automobile, electric refrigerator and washing machine production, was excluded from the civilian output program. They said that though some WPB limitation orders have been rescinded or modified in the present civilian program,

(Continued on page 290)



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*.

WAR PRODUCTION BOARD HINGES RADIO MANUFACTURE ON GERMANY'S SURRENDER

(Continued from page 289)

the L-265 order restricting civilian radio production was left untouched.

Forthcoming OPA price ceilings also were discussed by the committee. Mr. Jacobs, of the OPA Radio Section, said that OPA advisory committees of sets and parts manufacturers would soon be announced and meetings arranged in mid-September to work out specific civilian price ranges.

Also discussed was the manpower situation, which was reported as "spotty," especially in Chicago, New York and Philadelphia. Suggestions also were made for more adequate information to manufacturers regarding program reductions in cutback procedures on "V" Day. The methods providing for such information are being arranged by the WPB radio and radar staff together with the Army and Navy.

The spreading of contracts and equalization of the war production program was urged upon the committee by government officials.

The WPB components recovery plan was discussed. Radio manufacturers suggested better descriptions of items and more speedy distribution of information regarding available components for war production. Committee members advised WPB that components were in adequate supply.

The last meeting of this radio industry committee took place on November 30, 1943.

The committee follows:

M. F. Baloom, vice president, Sylvania Electric Products, Emporium, Pa.; M. Cohen, general manager, F. W. Sickles Co., Springfield, Mass.; Ray Cosgrove, president, Crosley Radio Corp., Cincinnati, Ohio; W. P. Milliard, director of sales and engineering, Bendix Radio, Baltimore, Md.; W. S. Hosford, Western Electric Company, New York City; E. E. Lewis, vice president, RCA Corp., Camden, N. J.

G. W. Henyan, General Electric Company, Schenectady, N. Y., assistant to the vice president; E. A. Nicholas, Farnsworth Television & Radio Corp., Fort Wayne, Ind.; P. L. Schoenen, vice president, Hamilton Radio Corp., New York City; Joseph M. Spain, Packard Bell Company, Los Angeles, Calif.; A. S. Wells, president, Wells-Gardner Company, Chicago, Ill.; and F. D. Williams, Philco Corp., Philadelphia, Pa.

STATISTICS ON U. S. COMMUNICATIONS INDUSTRY OUT SOON, FCC ANNOUNCES

The Commission's annual publication entitled "Statistics of the Communications Industry in the United States" for the year ended December 31, 1942, will be placed on sale by the Superintendent of Documents, Government Printing Office, Washington 25, D. C., in the near future at 35 cents a copy. It has been delayed owing to war conditions.

This volume will contain many pertinent facts concerning individual telephone, telegraph, cable, and radiotelegraph carriers and holding companies compiled from the annual and monthly reports filed with the Accounting. Considerable financial and operating data relating to standard broadcast stations and networks will also be shown in the publication.

BROADCAST ADVERTISING

ADVERTISING AND THE WAR EFFORT

The following editorial entitled, "Advertising and the War Effort," in the August 26 issue of *Collier's* magazine, is here reprinted through the courteous permission of The Crowell-Collier Publishing Company:

Before this war, the radicals and even some otherwise intelligent business leaders said that private enterprise would not survive another world conflict. American railroads were taken over by the government during the first World War. It was said that the government had brought order out of transportation chaos. There was some truth in this observation. So in the years following, it was concluded that all large business would necessarily be managed by the government the next time a great war came.

Behind these forecasts was the tacit belief that maybe government management would prove to be more efficient. In the background also was the old American political hostility to large business organizations. Our standard of living was made possible by the fertility of large business organizations, but politically we have never liked big business.

Reformers were gunning particularly for advertising. To them, advertising was a sheer economic waste. They thought, and they told congressional committees and ladies' clubs and anybody else who was willing to listen, that if only the advertising were omitted we could buy much more cheaply tooth paste and cigarettes and clothes and food and all of the other luxuries and necessities that make up our standard of living.

Of course, these assumptions were erroneous. As everyone knew, who knew anything about the making of goods in large quantities, advertising was the tool that created large markets and so indirectly stimulated industry to devise the economies that resulted in the American standard of living.

Most of this was forgotten during the ten years that led up to the second World War. Business got a black eye during the depression and during the succeeding years never quite regained its self-confidence. So when the prophets of doom began to wail their dismal forecast, a great many businessmen thought that the end of private enterprise had really come.

It has not turned out that way. The government has established controls and set up goals. In wartime the government must assume responsibility for national defense. Private enterprise, however, has borne the burden of the miraculous production that is now helping to win this war.

By every test, private American business enterprise has been proved to be the most fruitful method of production known to mankind. The United States has not had to look to Great Britain or Russia for help in producing guns, ammunition, tanks, trucks, food or clothing. Russia has looked to us, and Prime Minister Churchill and Premier Stalin have acknowledged the very great contribution made to Russian victories by American tools of war.

The private industry of the United States has aided every country in conflict with the Germans and the Japanese. The capacity of American industry to produce has been something undreamed of in the world. The creative energies of millions of people, alert, intelligent, intent on saving their freedom, have written new chapters in history. It is the sober truth that the United States has been the storehouse of ideas, of productive methods, of inventions upon which all of the nations of the earth have drawn.

Private enterprise has created the arsenal of democracy upon which all nations in varying degrees rely to liberate themselves from the Germans and the Japanese.

So advertising, voice of American industry, foolishly denounced by some as wasteful, sometimes despised as frivolous and actually marked for destruction by extremists in various governmental agencies, has modestly accomplished tasks essential to the United States and to a free world. In the process, advertising has been sifted and improved. It has risen to a great opportunity and given itself a new importance and a new dignity.

Getting any idea clearly understood by millions and tens of millions of men and women is an appallingly vast undertaking. Generals can give orders, but until an order is comprehended clearly, it cannot be obeyed. Presidents and administrators can make suggestions and appeals, but until the suggestions are understood and the appeals accepted as reasonable and sound, they are without effect.

Advertising is the modern procedure for making ideas and suggestions plain and persuasive. The essence of advertising is the distribution of information in understandable and pleasing doses. Pictures, type, arguments illustrated by words or photographs, comedy, eloquence, music—all of these human devices to enlist interest, to hold attention, to win approval, to convince, have to be employed. These are the familiar ingredients of the art of advertising. They have been used at times poorly and for unworthy causes. They have been used in this war successfully and honorably in great causes.

Soon after we entered the war, the national government, after much debate, decided to use advertising as a means of winning public support for war projects. The public was asked to buy War Bonds, to conserve food, to salvage metals and paper. We were urged to take the complicated steps necessary to achieve some degree of economic stabilization. Young women were called upon to enlist in the Wacs and the Waves and other branches of national service.

The response of the public to these appeals has been magnificent. The great objectives of the nation are being attained. Advertising has performed no miracles, but in practicable human fashion the war goals are being approached. So advertising has been firmly established as a vital instrument of public service. The war itself has proved that, through advertising, democratic people can be persuaded quickly to take action necessary to their whole national defense.

Other advantages, quite unexpected, have resulted. For much of the advertising the government has paid nothing. While Washington was mediating upon the advantages and political complications of buying advertising for national purposes, industry itself organized the War Advertising Council, composed of advertisers, advertising agencies, newspapers, magazines, radio, outdoor advertising and other groups, to mobilize the advertising energies of the country for war. Corporations that had been advertising their own products, voluntarily devoted their money, time and space to the advocacy of public causes designated by the government. During 1943, advertisers actually contributed over \$300,000,000 to carrying on the various informational campaigns that our government wishes to present to the American people.

Advertisers who gave their money, their energies, and their ingenuity to these efforts were moved by the same unselfish considerations that persuaded other men and women to give whatever they had to the national defense. Few, if any, saw advantages accruing to them from these contributions to the government and to the winning of the war.

The businessmen who refrained from advertising their own wares in order to use their space for governmental purposes, however, are being rewarded by a new friendship from their consumers. The manufacturer who used his space or time to help in the war effort has by that fact established a reputation for public service that has given added confidence to his product.

Nobody set out at the start of this war to prove that private business enterprise was the most productive of the available ways of making the most weapons in the shortest

time, nor did anybody hope to find a new justification for advertising or for advertisers during a world war. What has happened is merely a by-product of relentless concentration upon the winning of the war. For this very reason, it is the more firmly established.

ADVERTISING'S RESPONSIBILITY IN POSTWAR EMPLOYMENT

Enclosed with this issue of the NAB REPORTS is a copy of the talk to the Newspaper Representatives Association of New York, delivered on June 22, 1944, by Neil H. McElroy, vice-president in charge of advertising and promotion for the Procter & Gamble Co., Cincinnati, O.

Here is one of the most important statements ever issued on the opportunities and responsibilities of advertising in the postwar world. Moreover, it was released by the leading national advertiser. It deserves to be read and re-read as a guide to future conduct.

Bearing in mind that the talk was delivered before newspaper representatives, broadcasters can take honest pride in this reference to radio advertising:

"Radio advertising has had a tremendous growth in this country at the same time that magazine and newspaper advertising have failed to keep pace. To my mind, there is only one reason for this: That is that radio demonstrated its ability to give to a large number of advertisers more sales per dollar of advertising expenditure."

But there is also a word of warning against a smug attitude of complacency on the part of some broadcasters in the following quotation:

"Radio advertising will doubtless continue to increase until the economics of the medium change either because of increased costs of time and talent or because the increase in number of radio networks reduces the attainable coverage of any individual program."

In other words, advertisers do not love broadcasting per se. They do like the kind of results radio produces. The moral seems pretty obvious.

FMBI BOARD TO MEET

A meeting of the FMBI Board is scheduled in Walter Damm's suite at the Ambassador East, in Chicago, on August 28, at a time to be announced by Damm.

WARTIME CENSORSHIP CONTROL COMMITTEE DISBANDS

After a meeting between the officers of the Office of Censorship and the Executive Committee of the Foreign Language Radio Wartime Control, it was decided that the aims and purposes of the Control had been achieved, and it was no longer necessary for it to function. The cooperation and conscientious observance of the regulations of the Code of Wartime Practices by the foreign language broadcasters has made its continuance unnecessary.

The Control was formed in May, 1942, and has functioned since that time, acting as representative for stations carrying foreign language programs with the Office of Censorship and other Government agencies. The members of the Committee recently received letters of commendation from Byron Price, Director of the Office of Censorship, and J. Harold Ryan, former Asst. Director of the Office of Censorship and now President of the NAB.

A balance of \$500 which remained in the treasury after the dissolution of the Control, was donated to the American Red Cross after approval of this action was expressed in a poll of the Executive Committee and member stations.

The Committee has indicated its willingness to serve again should a need for its services arise.

ANALYSIS OF POST WAR BROADCAST ALLOCATION PROPOSALS

Prepared by NAB Engineering Department

In order to facilitate the consideration of post war allocation problems this tabulation has been prepared. The analysis includes standard broadcasting, FM broadcasting and television, together with the supplementary services that are associated with these methods of broadcasting. For the sake of simplicity, international and facsimile broadcasting are not included. The Interdepartment Radio Advisory Committee proposal makes no provision for direct international broadcasting and the RTPB recommendation is not yet available. The present allocation provides certain frequencies for facsimile broadcasting and up to this date definite proposals on post war facsimile allocations have not been made by Panel 7, on Facsimile, of RTPB.

Type of Service	Present Allocation	IRAC	RTPB*
Standard Broadcast	1600 to 550 kc.	1600 to 540 kc.	1600 to 530 kc.
Relay-pickup	1606 to 2830 kc.	None	Present allocation
Band 1	12 channels		
Band 2	30,820 to 39,820 kc. 16 channels	None	Present allocation
Band 3	156,075 to 161,925 kc. 8 channels	None	Present allocation
FM Studio-Trans. Relays ¹ for AM Broadcast Stations			
Band 1	None	None	300 to 1,000 megacycles 16 FM audio channels
Band 2	None	None	1,000 to 3,000 megacycles 16 FM audio channels
Band 3	None	None	3,000 to 10,000 megacycles 16 FM audio channels
Synchronization Control Relays for AM stations			
Band 1	None	None	300 to 1,000 megacycles 3 channels, each 3200 kc. wide
Band 2	None	None	1,000 to 3,000 megacycles 3 channels, each 3200 kc. wide
Band 3	None	None	3,000 to 10,000 megacycles 3 channels, each 3200 kc. wide
FM Broadcast	42 to 50 mc. 40 channels	42 to 54 mc. 60 channels	See Note 2.
FM Broadcast, Studio-Trans. Relays	330,400 to 343,600 kc. 23 channels of 200 kc. each	156 to 158 mc.	Not acted upon
Television Broadcast	50 to 294 mc. 18 six megacycle channels	54 to 108 mc. 9 six megacycle channels 158 to 218 mc. 6 six megacycle channels 450 to 1,000 mc. 31 sixteen megacycle channels	See Note 2. 50 to 246 mc. 26 six megacycle channels.
Television Relay	Not designated, certain experimental frequencies are available in addition to the above.	158 to 218 mc. 6 six megacycle channels are suggested for relay.	Higher freq. channels to be used for relays, when unassigned locally.

* RTPB had not officially adopted any allocation proposals on August 23, 1944, when this analysis was prepared. Allocations in this column are based on RTPB Panel reports or proposals now under consideration by various sub-committees.

¹ These channels also to be available for inter-station program relay circuits, when such use would be in the "public interest."

² Panel 5, on FM Broadcasting has requested 80 to 100, 200 kc. channels, beginning at 40 megacycles and extending to 56 or 60 megacycles. This proposal is in conflict with the Panel 6, on Television recommendation that the 50 to 56 megacycle band be designated the number one television channel. At the time this analysis was prepared the conflict had not been resolved by RTPB.

RADIO EDUCATION CONFERENCE PLANNED FOR NEW YORK

NAB, together with the Association for Education by Radio (AER), New York University, NBC, CBS and Blue Network, are engaged in a project to bring important educators to New York this fall for a conference. The purpose is to stimulate greater use of radio in schools and colleges in the east. Already 30% of stations have replied to a NAB form letter giving names of local educators that they wish invited to the conference. A Planning Meeting will be held in September. Mr. Robert MacDougall, District Chairman for AER, is handling the arrangements.

THREE NEW RADIO COUNCILS

Mrs. George B. Palmer, Regional Director of Listener Activity, reports that three new Radio Councils have been formed in Minnesota—Duluth, St. Paul and St. Cloud—in the past month. Stations KSTP and KFAM have given active support and cooperation to the project. Mrs. Rosser H. Matson, Association of University Women, was elected president of the St. Paul Radio Council on August 1st. Miss Dorothy Spicer of KSTP has been devoting considerable time to the project. In St. Cloud, Mr. Fred Schilplin, KFAM, Miss Lucille Miller, Manager, and Miss Patricia Patterson, Women's Director, gave a luncheon for the new council on August 11th at the Hotel St. Cloud.

Mrs. George W. Freidrich, League of Women Voters, was elected President. In Duluth, Margaret Caulkin Banning, author, took an active part in the Duluth project, working with Mrs. W. L. Askill, who is the new President of the Duluth Radio Council. Both stations WDAL and WEBC are actively participating.

PAUL CLARK TO WHAS

Paul Clark, for the last eight years sports announcer, assistant program director and traffic manager of radio stations WGBF, WEOA and FM station WMLL, Evansville, Indiana, has joined the announcers staff of WHAS in Louisville, Kentucky.

Clark comes to WHAS directly from station KARK, Little Rock, Arkansas, where he had served as program director since April first.

RESTRICTIONS ON WHOLESALE RADIO DISTRIBUTORS EASED

Lifting of important restrictions governing wholesale radio distributors was announced today by Ray C. Ellis, director of the Radio and Radar Division of the War Production Board.

As a result of a revision of the radio and radar section of Priorities Regulation 13, WPB said, wholesale radio distributors will be in a position to offer substantial aid to the war effort.

The relaxed order establishes a rating floor of AA-5 or better for all wholesale distributors, who may now obtain stocks to meet the emergency requirements of prime contractors from idle and excess component stocks that are on hand in other contractor plants.

Prior to the revision of PR-13, wholesale radio distributors were not permitted to purchase electronic parts of equipment without special sales authorization from WPB.

WPB officials explained that the revision is not intended to permit stockpiling by wholesale distributors, but is primarily intended to implement the movement of idle and excess stocks, and also to allow wholesale radio jobbers to fill rated orders for electronic parts.

WPB officials believe that this forward movement in establishing an AA-5 rating floor will result in stimulating and expediting fulfillment of prime contractor short range requirements with hitherto unprecedented speed and precision. The freeing of certified rejected components without priorities, from idle and excess stocks, minimizes paper work and also makes material that has no military significance immediately available for other uses, it was explained.

Another important revision in the order includes the free sale of rejected components to wholesale radio distributors without priorities. Under the order, distributors may purchase rejected components direct from the prime contractor's idle and excess stocks without coming to headquarters for approval. The order reads as follows:

"Rejected components are not restricted except new and used test equipment. The term 'rejected,' applies to components that have no military value and must be so certified as such, in writing, by Army or Navy inspectors, and records maintained in accordance with paragraph (G) of this Order."

RTPB FM JURISDICTIONAL DISPUTE

Committee 1 of Panel 1, RTPB has prepared a report recommending a reduction in the channel width of FM broadcast stations. This proposal is set forth on page 261 of NAB REPORTS for August 4, 1944.

Mr. C. M. Jansky, Jr., chairman of RTPB Panel 5 on FM broadcasting, has challenged the authority of Panel 1 to prepare recommendations concerning FM broadcasting.

Mr. Jansky has written to Dr. W. R. G. Baker, chairman of RTPB, as follows:

"Dear Mr. Baker:

"There has recently been transmitted to you and to the membership of RTPB, the first report of Panel 5 on FM Broadcasting, of which I am Chairman. This report deals specifically with those standards having a bearing upon the allocation of spectrum facilities for FM broadcasting.

"The agenda which Panel 5 has adopted and which has guided its deliberations is clean-cut and is in strict compliance with the directive which the panel received from RTPB. In the conduct of its business the panel has confined itself strictly to the subjects outlined in its agenda. In no instance has Panel 5 attempted to formulate recommendations or standards for any service except the one with which it is directly concerned.

"My obligations in connection with my firm's war-time contract and my duties with respect to other national defense projects have limited the amount of attention which I have been able to give to the voluminous material on RTPB matters which has reached my desk. Such time as I have had available has been devoted almost exclusively to my duties with Panel 5.

"It is with considerable surprise that I find upon some study of the activities of Panel 1 that much attention in this panel is being devoted to an issue which is one clearly and strictly within the jurisdiction of Panel 5. I refer specifically to Panel 5's agenda item No. 3 dealing with the width of channel to be used in FM broadcasting. This issue has been disposed of by Panel 5 in its report to RTPB and its decision with respect to it has been referred to Panel 1 for its guidance, in partial response to a series of questions Panel 1 submitted to Panel 5.

"It is not my function as chairman of Panel 5 to comment on the merit of the panel's decision with respect to this issue. However, in view of the extensive discussions apparently going on in Panel 1 on this subject, the following comments are in order.

"The width of channel required for a satisfactory FM broadcasting system was given consideration at the first panel meeting and at that time it was decided to adopt a 200 kilocycle standard. However, subsequent to this, I, as chairman, received numerous letters and memoranda upon this subject. Some of these advocated a different standard, others endorsed the existing one. Therefore, in preparing the agenda for the second meeting of Panel 5, I placed this subject upon it and provided for consideration of a motion to reopen discussion and consideration of it. Before submitting this question all of the material bearing on this issue which had been received was presented to the panel in detail. A motion was then made to reopen discussions but was defeated by a vote of 18 to 6.

"Under the circumstances, I can only assume that the great majority of the members of Panel 5 felt that it has already received sufficient enlightenment from the record and from other sources and that in so far as this majority was concerned, it was prepared to let the previous decision stand. The record of this proceeding is available in full and complete form in the report before you which, in addition, contains copies of all of the documents received on this subject prior to the date of the meeting at which the panel's decision was made.

"Under a directive from the Chairman of RTPB made in accordance with the policies the Board had established there have been admitted to membership on Panel 5 all of those who expressed a desire to join in its deliberations. Therefore, we must assume that this panel contains in its membership those best fitted to determine the standards for FM broadcasting as well as all of those who are most concerned with its future.

"Such studies as I have had time to make of the minutes of Panel 1 on Spectrum Utilization and its committees show that the width of channel issue is not only undergoing extensive discussion but the panel contemplates arriving at its own decision on the matter. Whether or not this decision is in accordance with that reached by Panel 5 is immaterial. The basic question which I am raising is one of jurisdiction with respect to the right to formulate a decision to be reported to RTPB.

"If my interpretation of the organization of RTPB is correct, Panels 5 and 1 exist on the same level. Neither

reports to the other. I do not claim to know the proper definition of scope of Panel 1's legitimate activities but it seems obvious to me that the formulation of a recommendation with respect to a standard fundamental to the establishment of an adequate FM broadcast allocation structure is not one of them. This is clearly the business of Panel 5.

"I respectfully request that this matter be considered at the earliest possible date and a decision rendered on the question of jurisdiction.

"Sincerely yours,

C. M. JANSKY, JR.,
Chairman, Panel 5,
FM Broadcasting."

Dr. Alfred N. Goldsmith, Chairman of Panel 1, who received a copy of Mr. Jansky's letter has written to Dr. Baker expressing his views on the question of jurisdiction as follows:

"DEAR DR. BAKER:

"Mr. Jansky has kindly sent me a copy of his letter of August 16, 1944 to you wherein he questions the propriety of Panel 1 or any of its Committees studying and reporting on the channel width which may appropriately be assigned to fm broadcasting transmissions. He raises the question of 'jurisdiction' with respect to the right of Panel 1 to formulate a recommendation on this subject for report to the RTPB, and takes the stand that 'the formulation of a recommendation with respect to a standard fundamental to the establishment of an adequate fm broadcast allocation structure' is not within the scope of Panel 1's 'legitimate activities.' He asks further that the matter be promptly considered and a decision be rendered on the question of 'jurisdiction.'

"SECTION 1. RTPB Organization, Procedure, and Directives.

"In Section II: Objectives of the RTPB Organization and Procedure, it is stated that these objectives include the formulation of 'plans for the technical future of the radio industry and services, including frequency allocations and systems standardization' . . . In Section III: Functions, it is added that the 'RTPB will develop such studies, investigations, recommendations, and standards as are required to attain its objectives.' . . . Section IV: Panels, requires that each of the Panels 'shall concentrate its efforts on an assigned task.' . . . Thereafter, each Panel shall report its findings, the publications of which can be delayed but not withheld by the RTPB.

"The official scope of Panel 1: Spectrum Utilization is: 'the analytical study of the factors pertinent to the most effective use of the transmission medium.' In plain language, this can mean only the study of the factors governing the wise utilization of frequency bands in various parts of the radio spectrum. To use something effectively, it is necessary to know who wishes to use it, for what purpose and to what end, how it is proposed to be used, what supplies of the desired article are available, what characteristics the available supplies may have, and how best to fit in general terms the demand for the article to the supply. Translated into terms of the job of Panel 1, this means that this Panel must know what services desire to use any band of frequencies, in what way such services propose to use the band in question, what carrier frequencies are available for each type of transmission, and what are the operating characteristics of each such band of frequencies. This is precisely what Panel 1 has properly been doing.

"SECTION 2. Operations of Panel 1: Spectrum Utilization.

"The aim of Panel 1 is primarily to be of special service to Panel 2: Frequency Allocation, by supplying as much analytical and graphical material as possible to assist Panel 2 in carrying out its task of finally recommending what channels and bands of frequency shall be assigned to each particular service.

"Following the ideas expressed in Section 1 above, we have set up two Committees in Panel 1 as follows:

"Committee 1: Service Requirements. This Committee was charged with the task of securing from each of the service Panels (Panels 4-13, which are charged with studying and setting forth their concept of the needs of

each of their respective services) a statement of the names and needs of the various services, and as many engineering data as would support the frequency claims for each of the services. It is in the interest of each service to make the reasons for its frequency requests clear on an engineering basis, each Panel being an agent of a Radio TECHNICAL Planning Board. In fact, in Section II of the RTPB Organization and Procedure, it is stated that 'such planning shall be restricted to engineering considerations.'

"Committee 2: Carrier-Frequency Capabilities. This Committee is assigned the task of studying the available carrier frequencies and their transmission characteristics, the variation in such characteristics, noise levels, and allied pertinent topics. This also is strictly within the proper scope of the Panel 1 directive.

"SECTION 3. Questionnaire from Committee 1 Panel 1

"Carrying out its task, Committee 1 addressed an appropriate and comprehensive questionnaire to the Chairman of each of the service Panels 4-13. In the main, the responses of the active Panels have been reasonably complete and helpful. In most instances engineering data supporting the statements made in the answer to the questionnaire were available from the Panel.

"I regret to state that Panel 5, despite repeated courteous requests to its Chairman, has never submitted such engineering data. At one time we were told by its Chairman that Panel 5 had to give priority to other tasks. At other times it was indicated by implication and omission that the statements of conclusions of Panel 5 represented what was essentially a final matter and one which should be accepted without questioning as to its engineering bases (which inferentially had been handled by Panel 3 though the corresponding material was not at the disposal of Panel 1 nor included in the Panel 5 minutes).

"It is my belief that Panel 5 is under no obligation to furnish any information or help whatever to Panel 1 unless it so desires. Nor are the findings of Panel 5 subject to review or judgment by Panel 1. On the other hand, Panel 1 must draw its conclusions on the basis of the best engineering information available to it; and if it unfortunately fails to secure such information from Panel 5, it can only develop such information as it needs for its purposes and within its scope by means of its own efforts. It cannot utilize assertions unsupported by any available engineering data.

"Accordingly, Panel 1 (through Committee 1) has studied such matters and has prepared a report on the channel widths required for fm broadcasting from a technical viewpoint. It will probably have to do the same in other instances in order properly to carry out its tasks.

"SECTION 4. General Purpose of Panels 1-3

"It is thought that the Chairman of Panel 5 is not clear as to the purpose of Panels 1 and 2 particularly, and as to their correct relationship to the service Panels 4-13.

"Consider, for example, Panel 2: Frequency Allocation. This Panel obviously will have to make decisions in the form of recommendations as to the channel widths and total number of channels allocated to each service, as well as the position of such channels in the frequency spectrum. If that were not its purpose, why have such a Panel at all? Would the Chairman of Panel 5 then take the stand that the directive of Panel 2 requires it unreservedly to accept, without technical proof, the frequency-allocation proposals of Panel 5 or any other Panel? The tabulations already prepared by Panel 1 already show a large number of conflicts between the allocation requests of the various service Panels. The job of recommending an intelligent adjustment of these is definitely that of Panel 2. And it is the job of Panel 1 to assist Panel 2 in its task by every rational means. This is just what Panel 1 has been doing. And it is clearly what its directive requires it to do.

"SECTION 5. Discrepancies between Panel Reports

"It would of course be an admirable thing if all the Panels were to have recommendations and requests which were fully consistent with each other and in no case in conflict. There is little likelihood, to put it mildly, that this is possible. The best that seems practicable is that each

Panel shall sincerely express its own opinion (whether on behalf of a given service, or in relation to a coordinating and reconciling task as in the case of Panels 1 and 2), supporting its conclusions by as definite technical considerations as possible. There may be majority and minority opinions from the Panels and even from their Committees.

"These divergencies of opinion merely accurately reflect the state of mind and present knowledge of these groups. We cannot arbitrarily legislate these out of existence by telling any Panel to accept the viewpoint of another Panel or to refrain from studying a pertinent problem within its scope merely because another Panel has also studied the same problem. Such suppression of opinion would merely result in a more unpleasant dispute before those Government bodies which must make the final decisions.

"We may add that we would be interested to learn how Panel 1 or Panel 2 can study spectrum utilization without considering the channel widths, number of channels, and frequency placement of such channels for the various services.

* * * * *

"In summary, Panel 1 is acting strictly within its proper scope in studying the channel widths of services and allied questions, as will also be the case for Panel 2. It regrets that its repeated requests to Panel 5 for engineering data along these lines have not elicited a helpful response, but cannot thereby be relieved of responsibility for making analyses which will be helpful in determining the best use of the frequency spectrum.

"Sincerely yours,
ALFRED N. GOLDSMITH,
Chairman, Panel 1,
Spectrum Utilization."

Federal Communications Commission Docket

HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, August 28. It is subject to change.

Monday, August 28

Further Consolidated Hearing

NEW—Utica Observer Dispatch, Inc., Utica, N. Y.—C. P., 1450 ke., 250 watts, unlimited.

NEW—Midstate Radio Corporation, Utica, N. Y.—C. P., 1450 ke., 250 watts, unlimited.

Federal Communications Commission Action

APPLICATIONS GRANTED

KALE—C. W. Myers and (Mrs.) Josephine Hunt (Transferors), Journal Publishing Co. (Transferee); KALE, Inc. (Licensee), Portland, Ore.—Granted consent to transfer of control of KALE, Inc., licensee of station KALE, from C. W. Myers and Mrs. Josephine Hunt, to the Journal Publishing Co., involving transfer of 800 shares, or 66 $\frac{2}{3}$ % of issued and outstanding capital stock of KALE, Inc., to the Journal Pub. Co., in consideration of the transfer to Myers and Mrs. Hunt, share and share alike, of 250 shares, or 25% of Class A voting common stock, and 250 shares or 25% of Class B non-voting common stock of KOIN, Inc., owned by the Journal Pub. Co. (B5-TC-400).

KAVE—Barney Hubbs, A. J. Crawford, Jack Hawkins, Harold Miller, d/b as Carlsbad Broadcasting Co., a partnership (Assignors), Carlsbad Broadcasting Corp. (Assignee), Carlsbad, New Mexico—Granted consent to voluntary assignment of license of station KAVE, from Barney Hubbs, A. J. Crawford, Jack Hawkins, Harold Miller, d/b as Carlsbad Broadcasting Co., a partnership, to Carlsbad Broadcasting Corp., for a total consideration of \$22,000 (B5-AL-421).

WSAI—The Crosley Corp. (Assignor), Marshall Field (Assignee), Cincinnati, Ohio—Granted consent to voluntary assignment of license (main and synchronous) of station WSAI, from the Crosley Corp. to Marshall Field, for a total consideration of \$550,000 (B2-AL-427).

WEMP—Glenn D. Roberts, et al., d/b as Milwaukee Broadcasting Co. (Assignors), Glenn D. Roberts, et al., d/b as the Milwaukee Broadcasting Co. (Assignees), Milwaukee, Wis.—Granted consent to voluntary assignment of license of station WEMP, from 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 Broadcasting Co. 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 Co., representing sale of $\frac{1}{8}$ interest, the part owned by Leo T. Crowley and James E. Markham, for the consideration of \$12,500.00 (B4-AL-426).

KJBS—Julius Brunton & Sons Company (Assignor), KJBS Broadcasters, a partnership consisting of William B. Dolph, Hope D. Pettey, Elizabeth N. Bingham, D. Worth Clark, Helen S. Mark, Glenna G. Dolph, Edwin P. Franklin and Alice H. Lewis (Assignees), San Francisco, Calif.—Granted consent to voluntary assignment of license of station KJBS, from Julius Brunton & Sons Co., to KJBS Broadcasters, a newly formed partnership; no monetary consideration involved, the purpose being to change licensee from a corporation to a partnership (B5-AL-431).

WHB—WHB Broadcasting Co., Kansas City, Mo.—Adopted an order reopening the record for further hearing in re application of WHB for construction permit to change operating assignment from 880 ke., 1 KW daytime only, to 710 ke., 5 KW, unlimited time, directional antenna day and night. (Docket 6022)

WTCN—Minnesota Broadcasting Corp., Minneapolis, Minn.—Adopted an order reopening the record for further hearing in re application of WTCN for construction permit to change its operating assignment from 1280 ke., 5 KW night, to 710 ke., 10 KW, unlimited time, directional antenna nighttime. (Docket 5859)

WABI—Community Broadcasting Service, Bangor, Maine—Adopted order granting petition for leave to amend application for modification of construction permit so as to request operation on 910 ke. with 1 KW instead of 5 KW power, unlimited time, using directional antenna at night; cancelled hearing heretofore scheduled; and granted modification of construction permit, subject to the condition that 5 KW operation shall be applied for when material and equipment become available; granted petition to reconsider and grant application for renewal of license, said license to expire February 1, 1945 (B1-MP-1673, Docket 6579), (B1-R-145, Docket 6580).

WFPG—Neptune Broadcasting Corp. (Licensee), Atlantic City, N. J.—Granted consent to voluntary transfer of control of Neptune Broadcasting Corp., licensee of station WFPG, by transfer of 100 percent (279 $\frac{1}{4}$ shares) of issued and outstanding stock from the present 21 stockholders to John J. Laux, Richard Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, Charles C. Swearingen, Joseph Troesch and John L. Merdian for \$83,775 (B1-TC-387).

KSUB—Leland M. Perry (Transferor), Radio Service Corp. of Utah (Transferee), Southern Utah Broadcasting Co. (Licensee), Cedar City, Utah—Granted consent to transfer of control of Southern Utah Broadcasting Co., licensee of station KSUB, by transfer of 1,256 shares, or 50.2 percent, of outstanding capital stock, from Leland M. Perry (transferor) to Radio Service Corp. of Utah (transferee), for \$5,061 (B5-TC-394).

WLAW—Irving E. Rogers, Harold B. Morrill and National Shawmut Bank of Boston, executors under will of Alexander H. Rogers (Transferors), Irving E. Rogers (Transferee), Hil-

dreth & Rogers Co. (Licensee), Lawrence, Mass.—Granted consent to acquisition of control of Hildreth & Rogers Co., licensee of station WLAW, by transfer of 337 shares, or 56.17 percent of issued and outstanding stock from Irving E. Rogers, Harold B. Morrill and National Shawmut Bank of Boston, executors under the will of Alexander H. Rogers, to Irving E. Rogers, for \$26,687.03 (B1-TC-395).

WNBZ—Carl F. Woese, Transferor; John F. Grimes, Transferee; Upstate Broadcasting Corp., Licensee; Saranac Lake, N. Y.—Granted consent to voluntary transfer of control of Upstate Broadcasting Corp., licensee of station WNBZ by transfer of all the stock (250 shares) from Carl F. Woese to John F. Grimes for \$2,400 (B1-TC-371); set aside the assignment for hearing on renewal application (B1-R-713).

National Broadcasting Co., Inc., New York, N. Y.—Granted request for extension of authority to transmit programs originating in NBC's studios at 30 Rockefeller Plaza, New York, and/or points in U. S. where network programs may originate, to CMX, Havana, Cuba, for the period beginning August 20, 1944 (B1-FP-130).

Columbia Broadcasting System, Inc., New York, N. Y.—Granted extension of authority to transmit programs to CFRB and CKAC and other stations under control of Canadian Broadcasting Corp. for the period September 15, 1944, to September 15, 1945 (B1-FP-128).

P. K. Ewing, Jr., and F. C. Ewing, a partnership, d/b as Ewing Broadcasting Co., Jackson, Miss.—Granted application for construction permit for new station to operate on 1490 ke., 250 watts, unlimited time, transmitter and studio locations to be determined (B3-P-3614).

LICENSE RENEWALS

WLW—Crosley Radio Corp., Cincinnati, Ohio—Granted renewal of license of station WLW (B2-R-295).

The following stations were granted renewal of licenses for the period ending May 1, 1947:

WBEN and auxiliary, Buffalo, N. Y.; WKY and auxiliary, Oklahoma City, Okla.; WAPO and auxiliary, Chattanooga, Tenn.; and WCOC, Meridian, Miss.

WHN—Marcus Loew Booking Agency, New York City—Granted renewal of license for main and auxiliary for the period ending May 1, 1945.

WATL—J. W. Woodruff, trading as Atlanta Broadcasting Co., Atlanta, Ga.—Granted renewal of license for the period ending August 1, 1945.

KGFX—Ida A. McNeill, Administratrix, estate of Dana McNeil, deceased, Pierre, So. Dak.—Granted renewal of license for the period ending May 1, 1946.

WKAQ—Radio Corp. of Porto Rico, San Juan, P. R.—Granted renewal of license for main and auxiliary for the period ending May 1, 1946.

DESIGNATED FOR HEARING

Southern Tier Radio Service, Inc., Binghamton, N. Y.; Binghamton Press Co., Inc., Binghamton, N. Y., and Joseph H. McGillvra, Agnes I. McGillvra, and Adam J. Young, Jr., d/b as Binghamton Broadcasting Co., Binghamton, N. Y.—Designated for consolidated hearing applications for construction permits for new stations filed by Southern Tier Radio Service, Inc., to operate on 1490 ke., 250 watts, unlimited (B1-P-3620), Binghamton Press Co., Inc., to operate on 1490 ke., 250 watts, unlimited (B1-P-3672), and Joseph H. McGillvra, Agnes I. McGillvra and Adam J. Young, Jr., d/b as Binghamton Broadcasting Co., to operate on 1450 ke., 250 watts, unlimited (B1-P-3653).

WOPI—Radiophone Broadcasting Station WOPI, Inc., Bristol, Tenn.—Designated for hearing application for construction permit to change frequency from 1490 to 550 ke., increase power from 250 watts unlimited to 500 watts night, 1 KW day, install directional antenna for day and night use, and make changes in transmitting equipment (B3-P-3608).

WGBF-WEOA—Evansville on the Air, Inc., Evansville, Ind.—Designated for hearing petition of Evansville on the Air, Inc., licensee of stations WGBF and WEOA, requesting a finding that the multiple ownership rule is inapplicable to

said stations. Designated for hearing application for renewal of license of station WGBF (B4-R-490).

ACTION ON DOCKET CASES

The Commission announced its Findings of Fact, Conclusion and Order (B-200) granting the application of M & M Broadcasting Company, licensee of station WMAM, Marinette, Wisconsin, for modification of license to change hours of operation on the frequency 570 kilocycles from 250 watts, daytime only, to 100 watts night, 250 watts LS. (Commissioner Jett dissenting; Commissioners Case and Wakefield not participating.) (Docket No. 6477)

The Commission's action, taken after public hearing and oral argument before the Commission en banc, provides for the furnishing of a primary nighttime service to the area in and around the cities of Marinette, Wis., and Menominee, Mich., which presently receive no such service from existing stations.

The Commission's Conclusion reads:

"The operation of station WMAM on the frequency 570 kilocycles with power of 100 watts night, 250 watts day, will provide a nighttime primary service to a population of 25,042 persons residing in an area which does not presently receive nighttime service from any existing broadcast station. Although station WMAM would be limited to its 15.8 mv/m contour, it would provide service to the city of Marinette, Wisconsin, and to all of the city of Menominee, Michigan, except a portion in the northern part of the city, with a signal meeting the requirements of the Commission's Standards of Good Engineering Practice.

"The proposed operation of station WMAM would cause an individual limitation to the 1.35 mv/m contour of station WNAX, Yankton, South Dakota, and would raise the RSS limitation to station WNAX from the 2.46 mv/m to the 2.83 mv/m contour, thus involving a loss to that station of 106,283 persons in an area of 1720 square miles. Although no other single station renders primary nighttime service to this entire area, portions receive primary service from six existing stations other than Station WNAX.

"It appears that no local channel assignment is available for station WMAM without reducing its daytime service area from 3740 square miles to 800 square miles. The present daytime service area of station WMAM lying north of Marinette does not receive daytime service from any other station; its present daytime service area south of Marinette receives primary daytime service from only one other station, located 45 miles from Marinette.

"Since station WMAM is presently assigned to operate on 570 kilocycles, the granting of this application would not create a situation which of itself would prevent the establishment of any Class III station on that channel or an adjacent channel.

"The granting of a modification of license for the operation of station WMAM on 570 kilocycles, with 100 watts power nighttime and 250 watts daytime would tend toward a fair, efficient and equitable distribution of radio service as contemplated by the Communications Act of 1934, as amended.

"Public interest, convenience and necessity will be served by the granting of a modification of license for the operation of station WMAM on 570 kilocycles, with 100 watts power nighttime and 250 watts power daytime."

MISCELLANEOUS

WGKV—Kanawha Valley Broadcasting Co., Charleston, W. Va., and Worth Kramer, Transferor and Eugene R. Custer and Richard M. Venable, Transferees.—Granted petition for order to take depositions in re application for renewal of license and relinquishment of control of station WGKV, and the Commission on its own motion continued the hearing now scheduled for August 23 to September 15 in this matter.

WJLS—Joe L. Smith, Jr., Beckley, W. Va.—Granted motion to change date of oral argument now scheduled for August 30 to September 6, in re application for construction permit (Docket 5972-B-199).

Sam Morris, San Antonio, Texas—Denied petition to intervene in the hearing on applications of KGKO and WBAP, Fort Worth and WFAA, Dallas, for renewal of license, without prejudice however, to the right of petitioner under Sec. 1.195 of the Commission's rules to appear at said hearing

on September 9, 1944, and give any relevant, material and competent testimony he may desire to present, and without prejudice to the right of petitioner to file within 5 days a motion to enlarge the issues in these cases.

WORL—Broadcasting Service Organization, Inc., Boston, Mass.—The Commission on its own motion continued to August 24 the hearing now scheduled for August 17 on application for renewal of license of station WORL.

WALL—Community Broadcasting Corp., Middletown, N. Y.—Granted authority to determine operating power by direct measurement of antenna power (B1-Z-1614).

KVAK—S. H. Patterson, Atchison, Kans.—Granted authority to determine operating power by direct measurement of antenna power (B4-Z-1615).

KFAB—KFAB Broadcasting Co., Lincoln, Nebraska—Granted authority to determine operating power by direct measurement of antenna power (B4-Z-1617).

WGAU—J. K. Patrick, Earl B. Braswell, Tate Wright and C. A. Rowland, d/b as J. K. Patrick & Co., Athens, Ga.—Granted authority to make changes in automatic frequency control equipment (B3-F-256).

Albuquerque Broadcasting Co., area of Albuquerque, N. Mex.—Placed in pending file application for construction permit for new experimental television relay broadcast station (B5-PVB-104).

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

The Cincinnati Times Star Co., Cincinnati, Ohio (B2-PH-289); The Palladium Publishing Co., Benton Harbor, Mich. (B2-PH-288); Racine Broadcasting Corp., Racine, Wis. (B4-PH-286).

WGKV—Kanawha Valley Broadcasting Co., Charleston, W. Va. (applicant for renewal of license); WGKV, Worth Kramer, Transferor, and Eugene R. Custer and Richard M. Venable, Transferees (applicants for transfer of control of Kanawha Valley Broadcasting Co., licensees of WGKV).—Deferred consideration on petition for leave to amend application for transfer of control in Docket No. 6581, until consideration of said applications on their merits, and ordered that the hearing notice in this matter be amended to add an additional issue.

Placed in pending files, in accordance with Commission policy adopted February 23, 1943, the following application for new commercial television broadcast station:

Seaboard Radio Broadcasting Corp., Philadelphia, Pa. (B2-PC-72).

Placed in pending files, in accordance with Commission policy adopted February 23, 1943, the following application:

The Travelers Broadcasting Service Corp. (WTIC-FM), Hartford, Conn., for construction permit to change frequency from 45,300 to 43,400 kilocycles, change service area from 6,100 to 15,563 square miles, install new transmitter and antenna (B1-PH-287).

Minor E. Bragg and Robert C. Lipscomb, d/b as Murfreesboro B/C Co., Murfreesboro, Tenn.—Granted petition to dismiss without prejudice the application for construction permit for a new station. (Docket 6270)

WACO—Frontier Broadcasting Co., Inc., Waco, Texas—Granted motion for continuance of hearing now scheduled for September 11 to October 11, in re applications of WACO, Waco, Texas (Docket 6590); Beauford H. Jester, et al., Waco, (Docket 6218), KDNT, Denton, Texas (Docket 6352), and Truett Kimzey, Greenville, Texas. (Docket 6589)

WSAR—Fall River Broadcasting Co., Inc. (Assignee), Fall River, Mass.—Granted motion to accept as a part of the record in the hearing on application for voluntary assignment of license of WSAR, Exhibits "A" and "B"; opened the record in this case and made these exhibits part of the record, provided, however, that any additional proposed findings filed by assignor and assignee in re this application based upon this additional evidence, be filed within 5 days from this date. (Docket 5902)

Myron E. Kluge, Earl E. Williams, and C. Harvey Haas, a partnership, d/b as Valley Broadcasting Co., Pomona, Calif.—Granted petition for leave to amend application for construction permit (Docket 3610), and removed from the hearing docket the application as amended.

WORL—Broadcasting Service Organization, Inc., Boston, Mass.—Granted petition for continuance of hearing now scheduled

for August 24 and continued same to September 11, 1944. (Docket 6626)

Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—Granted petition for continuance of hearing now scheduled for August 25 and continued same to Sept. 25, 1944. (Docket 6231)

WRAL—Capitol Broadcasting Co., Inc., Raleigh, N. C.—Deny without prejudice petition for reinstatement and grant of application for construction permit to change frequency from 1240 to 850 kc., and increase power from 250 watts unlimited to 5 KW day, 1 KW night, directional antenna. (B3-P-3189) Denied request for special service authorization to operate on 850 kc., 250 watts, unlimited time for the period ending April 1, 1945. (B3-SSA-104)

Birney Imes, Jr., Meridian, Miss.; Mississippi Broadcasting Co., Inc., Jackson, Miss.; Mississippi Broadcasting Co., Inc., Macon, Miss.—Denied petition requesting the Commission to reconsider its action designating for hearing the application of Birney Imes, Jr. for construction permit for new station, and requesting grant of same; designated the Imes application for consolidated hearing with applications of Mississippi Broadcasting Co., Inc., for new stations at Jackson and Macon, Miss. (B3-P-3588, Docket 6596), (B3-P-3642) (B3-P-3612)

APPLICATIONS FILED AT FCC

1170 Kilocycles

NEW—H. Ross Perkins and J. Eric Williams d/b as New Haven Broadcasters, New Haven, Conn.—Construction permit for a new standard broadcast station to be operated on 1170 kc., power of 1 KW, and daytime hours of operation. Amended: re change type of transmitter and studio location.

1230 Kilocycles

NEW—Glens Falls Broadcasting Corp., Glens Falls, New York.—Construction permit for a new standard broadcast station to be operated on 1230 kc., with power of 250 watts, and unlimited hours of operation.

1240 Kilocycles

KGY—KGY, Inc., Olympia, Wash.—Voluntary assignment of license to Tom Olsen.

1340 Kilocycles

WCMI—The Ashland Broadcasting Co., Ashland, Kentucky.—Authority to determine operating power by direct measurement of antenna power.

1400 Kilocycles

NEW—Herbert Kendrick and G. L. Hash, a partnership, d/b as Harrisburg Broadcasting Co., Harrisburg, Penna.—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts, and unlimited hours of operation.

NEW—Dixie Broadcasting Co., Montgomery, Ala.—Construction permit for a new standard broadcast station to be operated on 1400 kc., with power of 250 watts, and unlimited hours of operation.

WORD—Spartanburg Advertising Co., Spartanburg, S. Car.—Assignment of license to J. M. Bryan and Smith Davis, co-partners, d/b as Spartanburg Broadcasting Company.

WATW—Upper Michigan-Wisconsin Broadcasting Co., Inc., Ashland, Wisc.—Construction permit to change type of transmitter and increase power from 100 watts to 250 watts.

1460 Kilocycles

KTYW—Cascade Broadcasting Co., Inc., Yakima, Wash.—Modification of construction permit (B5-P-3559 as modified which authorized move of transmitter and studio and changes in antenna) for extension of completion date from 9-11-44 to 10-11-44.

1490 Kilocycles

KEEW—Eagle Broadcasting Co., Inc., Brownsville, Texas.—Assignment of license to Radio Station KEEW, Ltd.

FM APPLICATIONS

- NEW—The Philadelphia Inquirer, a division of Triangle Publications, Inc., Philadelphia, Penna.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48100 kc.** with coverage of 15,500 square miles. Amended to change coverage to 12,850 square miles and changes in antenna.
- NEW—WHB Broadcasting Co., Kansas City, Mo.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46900 kc.** with coverage of 9,200 square miles.
- NEW—Bay Broadcasting Co., Inc., Bay City, Mich.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46100 kc.** with coverage of 8,157 square miles.
- NEW—KGKL, Inc., San Angelo, Texas.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45300 kc.** with coverage of 6,936 square miles.
- NEW—WBEN, Inc., Buffalo, New York.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43300 kc.** with coverage of 21,830 square miles.

TELEVISION APPLICATIONS

- NEW—Columbia Broadcasting System, Inc., New York, N. Y.—Construction permit for a new experimental television broadcast station to be operated on **470000 to 486000 kc.**, power of 1 KW, and special emission. Amended: to change frequencies requested to **460000 to 476000 kc.**
- NEW—The Connecticut Television Co., Greenfield Hill, Conn.—Construction permit for a new commercial television broadcast station to be operated on Channel #8 (**162000-168000 kc.**, ESR of 1,810).
- NEW—WDAS Broadcasting Station, Inc., Philadelphia, Penna.—Construction permit for a new commercial television broadcast station to be operated on Channel #9 (**180000-186000 kc.**)
- NEW—P. R. Mallory & Co., Inc., Indianapolis, Ind.—Construction permit for a new experimental television broadcast station to be operated on Channel #2 (**60000-66000 kc.**)
- NEW—National Broadcasting Co., Inc., Los Angeles, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #3 (**66000-72000 kc.**). Amended to specify an ESR of 14,000 instead of 1,400.

MISCELLANEOUS APPLICATIONS

- NEW—National Broadcasting Co., Inc., New York, N. Y.—Extension of authority to transmit recorded programs to all broadcast stations under the control of the Canadian authorities that may be heard consistently in the United States for the period beginning 9-15-44.
- NEW—National Broadcasting Co., Inc., New York, N. Y.—Extension of authority to transmit programs to Stations CBL and CBM and other stations under the control of the Canadian Broadcasting Corporation for the period beginning 9-15-44.
- WNRX—National Broadcasting Co., Inc., Bound Brook, N. J.—License to cover construction permit (B1-PIB-50 as modified) for 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.

Travellers Luggage Co., 7 Broadway, New York, selling and distributing at retail, golf equipment, trunks, brief cases, fountain pens, novelties and other articles of merchandise, are charged in a complaint with misrepresentation. The complaint charges that the respondents have disseminated false and deceptive representations with respect to the character of their business and the sale prices of their various articles of merchandise. Such representations are made by means of price tags affixed to the merchandise and by "discount cards" and other advertising media issued and distributed to their customers, including business firms many of whom buy for their own use or the use of their employees, and not for resale. (5205)

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:

Caradine Hat Company, 8 South 4th Street, St. Louis, Missouri, engaged in importing, manufacturing and selling various types and grades of hats, has been ordered to cease and desist from violation of the Robinson-Patman Act by discriminating in price between different purchasers of its hats of like grade and quality. The respondent owns a number of subsidiaries, among which are The Superior Hat Company, William T. Christmas Company, Cardinal Hat Company, The Independent Hat Company, Richard Van Lier, Inc., Fitwell Hat Company and Helmet Corporation of America, all of which have offices at 18 South Fourth Street, St. Louis. (5151)

Holzbeierlein & Sons, Inc., 1849 7th Street, N. W., Washington, D. C., manufacturing and distributing bread under the name of "Bamby Bread," has been ordered to cease and desist from violating the Robinson-Patman Act in connection with the sale of bread. (5020)

National School of Electronics, 529 South 7th Street, Minneapolis, Minn., selling courses of study and instruction in electronics, photo cells, television, and radio, has been ordered to cease and desist from misrepresentation. Prior to June 6, 1938, the respondent was engaged in business as the National Institute of Technology, which name was discontinued pursuant to a stipulation he executed with the Commission. (4586)



The President

FOREWORD

Sixteen months have elapsed since the 1943 War Conference in Chicago. During ten months of that period Neville Miller served as President of the National Association of Broadcasters, retiring on March 1, 1944; for almost two months C. E. Arney, Jr., Secretary-Treasurer, on designation of the Board of Directors served as Managing Director of the Association, while I have been in office about four months. This has produced a composite pattern for the Presidency and as during most of the time I was not actively connected with the NAB, the majority of the important happenings during this period will be found covered in the report of the Secretary-Treasurer.

WAR ACTIVITIES

Naturally during this period of critical national life the first concern of the Association, as of its member stations, has been directed toward the furtherance of the efforts of America at war. In all campaigns conducted by the Government, whether through the War and Navy Departments or through other Governmental agencies, the Association has been active in suggesting, handling and directing the radio part of these campaigns and the Association has been handsomely and effectively supported by every radio station in the country, member and non-member alike. I take this opportunity to thank the broadcasting stations, on behalf of the NAB, for the tremendous support they have given in all of these undertakings.

These campaigns have covered recruitments for all branches of the armed forces, such as marine officers, glider pilots, coast guardsmen, Army-Navy nurses, signal corps personnel, Army specialists; recruitments for civil services, such as war workers, non-combat pilots, etc.; war bond drives; salvage and conservation campaigns; requests for blood donors; such informative campaigns as those revolving around railroad travel, V-mail, shoe rationing and other forms of OPA activities, etc.

It is difficult even for those who have been engaged in this work to judge really adequately its tremendous scope. It has been estimated that from the beginning of the war to January 1, 1944 broadcasting has furnished over 54,000,000,000 listener-impressions directed to the war effort. A listener-impression is a message broadcast one time to one person. On the basis of the above estimate this figure means that some message relating to the war has been brought home over 400 times on the average to every man, woman and child in this country—an accomplishment of truly gigantic proportions.

As might be expected from the foregoing account the monetary value of the time dedicated to the furtherance of war measures by both advertisers and networks and radio stations themselves has been enormous. Conservatively figured, the value of this contribution for the year 1943 alone reached the formidable figure of \$202,000,000.

The invasion of Normandy to liberate France and crush the German armies placed upon radio its greatest responsibility to do an effective news-reporting job. Radio reporters equipped with wire

recorders accompanied the first waves of troops on to the beachheads and the American public was given a never-to-be-forgotten account of the battle as it progressed with the accompaniment of the fearful sounds of modern warfare. The general comment on radio's performance during this critical test has been almost universally commendatory. Broadcasting has marked a new high in factual and first-hand reporting of the war in its progress.

We hear a great deal today on the subject of reconversion. Broadcasting must be prepared to make its reconversion after the war, just as much as must manufacturers and other industries. We have become accustomed to the high interest of the public in all war news during these critical times. When the war is over will the public continue to want news over the air? The wise radio station is at this time preparing for the period when the keen public interest in news will have become somewhat dulled and is now so building its news services that it will be prepared after the war to retain the interest of its listeners in the presentation of the news of a world at peace, and through this dissemination of news and information play its part in maintaining peace throughout the world.

THIS CONFERENCE

It was only after the most thoughtful consideration that it was determined to hold this Executives' War Conference. The meeting had once been postponed from spring until this date in order to conflict as little as possible with the problems of the railroads. We have been in close communication with the railroads themselves and as the time for this meeting approached we felt that it was increasingly desirable from the public viewpoint as well as our own that the meeting be held now instead of being deferred to a later date, which in all probability would have to be some time in the early part of 1945. The position of the Association as well as the activities of each individual station have become so intertwined with the war effort that it is imperative that we get together once in a while and review what progress has been made and plan for the future. In this way we can be of infinitely more value to our country. A distinctly lesser reason is found in the fact that all the activities of the NAB run from meeting to meeting, including the terms of office of directors, the appointment and functioning of Committees, etc., and that no provision has been made for the omission of such a meeting. One of the proposed amendments to the by-laws is designed for the future coverage of this omission.

NAB COMMITTEES

It has been truly observed that the work of the NAB revolves about the work of its committees. These are most important to the functioning of the home office and are at the same time most instrumental in transmitting the thought and planning of the individual station into the work of the Association. The quite detailed account of the actions of the various committees is contained in the individual reports of the several Directors. I want here to cover the highlights of the labors of the committees of the NAB.

Accounting Committee. This committee met once during the year, suggested simplification of the FCC Annual Employee and Financial Data form and appointed a subcommittee to draft a revision of the NAB Accounting Manual.

Code Compliance Committee. This committee has met once since the last convention. It gave a detailed study to the application of the Code to labor broadcasts. A complete statement was published in the NAB reports. Scheduled for discussion at Chicago is the recently issued CIO Radio Handbook with its attack on the Code.

Executive Engineering Committee. This committee has met twice since the 1943 War Conference. The most important matters considered were the NAB training program for women studio operators and the NAB participation in the Radio Technical Planning Board. Another meeting of this committee is planned early in September to discuss NAB proposals in connection with post-war allocations.

Insurance Committee. There has been no meeting of this committee held since the last convention.

Labor Executive Committee. This committee has held one meeting and has considered the problems growing out of the action of the American Federation of Musicians in connection with the ban on recordings and the platter-turner situation. It has also considered the activity of the American Federation of Radio Artists in their attempt to establish the principle of additional fees for assigned announcers.

Legislative Committee. This important committee has had seven meetings since the 1943 conference. It has furnished the Senate Interstate Commerce Committee with its opinions on the several legislative

proposals submitted. It is believed that while no legislation has been secured there is greater recognition of the need for remedial and definitive legislation than ever before.

Post-War Planning Committee. No meeting of this committee has been held.

Program Managers Executive Committee. This committee has met once since the last convention, and at the meeting outlined programming standards and inaugurated a series of articles, the first five of which have been run as Special Program Managers' Bulletins in the NAB REPORTS.

Public Relations Committee. This committee has met twice since the last conference. It has developed and put into operation a complete industry plan of public relations involving organization of districts and stations and assembling the text and photographs for a 125-page book on public relations entitled "Management in the Public Interest" now ready to go to press.

Audience Measurement Bureau Committee. This committee met once during the period, considered the Resolution passed by the 1943 conference regarding an establishment of a Bureau of Audience Measurement and recommended to the Board that such a Bureau be established.

Radio News Committee. This committee met once since the last conference and studied the need for courses in Radio Journalism resulting in a proposed Council on Radio Journalism to establish standards and install courses in Radio Journalism in American schools and colleges.

Research Committee. This committee has been most active during the last year, having had three conferences, each lasting two days. The Technical Subcommittee, which was appointed for consideration of the coverage problem, had four formal meetings and numerous informal meetings. The committee compiled and published "Radio Market Data Handbook"; compiled and released the estimate of radio sets in use January 1, 1944; in a series of progressive steps developed the station coverage project to the point of presentation to this Executives' War Conference.

Retail Promotion Committee. Since the 1943 conference this committee proceeded in continuous session to develop the showing of "Air Force and the Retailer" and supervised its presentation in 111 cities during the fall of 1943 and several additional cities during this calendar year. At the request of this committee Mr. Avery prepared the "How to Do It" booklets.

Sales Managers Executive Committee. This committee has held five meetings since April, 1943. Since January, 1944 the committee has taken over the activities of the Retail Promotion Committee, has acted in close cooperation with the National Retail Dry Goods Association through participation in their Sales Promotion Clinic held in Cincinnati and by continuing contacts with leaders in the retail field, has presented a talking motion picture and transcribed report on Broadcast Advertising on the invitation of the Proprietary Association of America, has assisted the Research Committee in the development of recommended standards for the determination of station coverage.

Small Market Stations Committee. This committee, formed since the last conference, has held two meetings. It studied the basic difficulties of small market stations and will present the result of these studies at this meeting. The committee also explored the developments in FM and Television that are likely to affect small market stations.

Music Committee. This committee has held three meetings since the last conference. It has devoted its time to a study of the rights and obligations of ASCAP and the broadcasters under the new contracts based upon the Consent Decree. It will report the result of its findings to this conference.

From the above list the scope of the work of the Association during the past sixteen months can be seen. It has been concerned with problems in every field of broadcasting and has covered a very wide territory.

NAB MEMBERSHIP

Feeling that the effectiveness of this industry organization increases in proportion as the representation of all broadcasting stations in its membership grows, the Association takes great pride in its addition of almost 100 members since the 1943 conference. At various times broadcasters have been accused of not being in agreement themselves as to what they wanted or as to plans for action. I cannot see that this is a bad fault. There are over 900 broadcasting stations licensed in the United States and it would be a miracle of miracles to have every one of them agree on every problem that arose. There are tremendous differences in power, markets and program habits as well as local conditions, all of which lead to a divergence of opinion. Certainly no body so large in size as this membership can or should be expected to agree on every question presented. The interplay of divergent viewpoints should help

progress rather than retard it. The point to be remembered, however, is that once the majority has decided on a definite policy on fundamentals the differences in opinion should be subordinated if broadcasting as an industry is to make the progress it should.

The NAB needs the support of all radio stations and we are bold enough to feel that each radio station needs the support of the NAB.

THE PRESIDENCY

The term of my office as President expires on July 1, 1945. Very shortly a committee will be appointed to consider the question of the new President. Any suggestions that may be offered will, I am sure, be most acceptable to this committee.

CONCLUSION

These sixteen months have been a period of considerable growth for the Association and of an opportunity for national service which has been equally accepted. The Association is sound financially and is equipped to serve broadcasters as they develop use for its services. May you continue to demand the best of us and to expect us to fulfill our obligations.

J. HAROLD RYAN

Secretary-Treasurer

The preparation of this report is made somewhat complicated by events which have occurred since the War Conference here in Chicago in April of 1943. The complications arise out of changes which have taken place within the organization resulting in the assumption of additional duties by the Secretary-Treasurer's office.

Chronologically, changes are as follows: On June 1, 1943, Russell Place, Director of the Legal Department, resigned to accept an important civilian post with the Office of Strategic Services. Since that time the bulk of the legal work has devolved upon the Secretary-Treasurer. On January 1, 1944, Joseph L. Miller, Director of Labor Relations, became a Lieutenant in the Navy. Since that time the labor relations work has been handled in the office of the Secretary-Treasurer.

On March 1, 1944, Neville Miller terminated his presidency and for the period from March 1 until April 15, when Harold Ryan assumed his presidential duties, the Secretary-Treasurer, as Acting Managing Director, discharged some of the duties of the presidency. To further complicate the situation Neville Miller left for his new duties abroad without having had time to prepare a report of the presidential activities in the period from May 1, 1943, until the time of his departure on March 1, 1944.

Without any attempt to segregate the various duties we will endeavor to make this report cover in a general way all of these activities. Detailed information of the work of the various departments will be found in the reports of the NAB staff members. To fully comprehend the broad field which NAB covers, every member is urged to carefully read these individual reports for they contain information of much value. A reading of them may also tend to encourage the greater use of the services of the NAB staff by the membership.

SUPREME COURT DECISION—LEGISLATION

Almost immediately following our April 1943 War Conference, the Supreme Court on May 10 handed down the decision upholding the right of the FCC to enforce the so-called network rules. The broad language used by the Court in sustaining the Commission's position aroused intense feeling throughout the industry. There was spontaneous editorial comment in the press calling for revision of the law in the interests of preservation of free speech. There was a very definite feeling of anxiety that the law, as interpreted by the Court, gave to the Commission powers over the operation of licensees, including programs and business policies, which would lead ultimately to the serious impairment of the American System of Broadcasting.

Efforts were immediately undertaken to hasten consideration of the legislation then pending in Congress. It was the consensus of opinion throughout the industry that only by Congressional action could the broadcasting industry be protected in its operation and be relieved of governmental interference. The full story of our legislative activity is contained in another part of these reports.

WAR SERVICE

Throughout the entire period, the major portion of the time of the NAB staff has been devoted to cooperative activity with the many governmental agencies which deal directly with our war effort. We have worked in unison with the War Finance Division of the Treasury Department in the 4th and 5th War Loan Campaigns. There has been constant contact and cooperation with the Office of War Information and with the Public Relations Divisions of the Army, Navy and Marine Corps. We have maintained steady liaison with the War Advertising Council and have assisted in supporting that activity.

Testimony as to the value of the services rendered is contained in the "Certificate of Appreciation" awarded by the Signal Corps fully described in the report of the Director of Promotion and Circulation.

With becoming modesty the Director made no reference to another citation. It follows:

WAR DEPARTMENT
Army Service Forces

SPSAY 200.6 Awards

Office of the Chief Signal Officer
Washington

15 July, 1944.

MR. ARTHUR STRINGER, *Secretary*
NAB War Committee
National Association of Broadcasters
1760 N Street, N. W.
Washington 6, D. C.

Dear Mr. Stringer:

It gives me genuine pleasure to inform you that a CERTIFICATE OF APPRECIATION has been awarded to you for your excellent cooperation and patriotic service to our country in the present world-wide conflict.

The leadership which you displayed in cooperating with the Signal Corps in the development of the Signal Corps Enlisted Corps Pre-Service Training Program was of material aid in the fulfillment of the Signal Corps' responsibility of providing the Army with the world's finest military communications.

Within the next few days, Lt. Colonel Charles J. McIntyre of this office will be in touch with you in reference to the delivery of the Certificate together with an appropriate pin.

Sincerely yours,

(S.) H. C. INGLES
H. C. Ingles,
Major General
Chief Signal Officer.

All stations have been kept abreast of developments in selective service procedure directly affecting their interests and a series of supplements to the Selective Service Handbook has been issued for their information and guidance.

As a further aid to broadcasters in meeting personnel problems arising out of withdrawals of technical personnel by the armed services, NAB cooperated with the Federal Communications Commission in compiling a list of technicians available for employment and many of these were placed.

THE LABOR FRONT

The action of James C. Petrillo, President of the AFM, in continuing his ban on recordings has caused a considerable amount of activity on the part of NAB. At the instance of some of the recording companies the matter was taken before the War Labor Board and referred to a panel which held a long series of hearings. All of these developments were followed very closely by NAB and a full report of them will be made at this Conference by our special counsel, Sydney Kaye.

The activity of the American Federation of Radio Artists in seeking an extension of the principle of assigned announcers fees has caused considerable concern and a great deal of our time has been devoted to that development. The WMAL case now pending before the War Labor Board for final decision is of extreme importance and has been carefully watched and appropriate assistance has been rendered counsel representing the station in that case. Likewise, we have conferred with the attorneys representing the Class B stations in Chicago with reference to their case which involves this principle and a full report of that will be made before this Conference.

Prior to his departure from the NAB staff, Joseph L. Miller compiled and made available to all broadcasters the Decisions of the National Labor Relations Board. This document is of great value to all broadcasters.

In many individual cases assistance has been rendered to stations in connection with the negotiation of labor contracts and in interpreting provisions of the Wage Stabilization formula and Wage and Hour Act. The War Manpower Commission rules and regulations respecting job referral and employment ceilings have been interpreted upon individual request and made available through the REPORTS.

THE CODE AND PROGRAMMING

Considerable time has been devoted to bringing about better understanding of the NAB Code and the basic concepts which underlie its provisions. Serious attacks have been made upon the Code by certain organized groups and NAB has sought constructively to meet this challenge.

As another means of aiding the broadcasters in more adequately and completely serving the public, a Program Directors Committee was organized and has functioned effectively in laying the foundation work for constructive improvement in the programming field.

BROADCAST ADVERTISING

The work of the Department of Broadcast Advertising has been outstanding. Under the chairmanship of Paul W. Morency the Retail Promotion Committee carried through a project conceived by the Department of Broadcast Advertising and approved by the Board in 1942. No attempt will be made in this report to give details of this project or the results which followed. These will be embodied in the report of the Broadcast Advertising Director. We believe this particular activity is one of the really outstanding efforts made by a trade association as a measure of direct service to its membership. A complete outline of the project has been submitted for the consideration of the American Trade Association Committee of Awards. No decision has been announced by the Committee.

Pursuant to the action of the membership at the 1943 meeting, a Small Market Stations Committee was created. This Committee has held two very fruitful meetings and a complete report will be submitted. No activity which the Association has conducted gives promise of more constructive contribution to the betterment of the industry than does this activity. Any effort to strengthen the small market stations and enable them to more effectively discharge their obligation of serving the public interest must certainly redound to the benefit of the entire industry.

GOVERNMENT QUESTIONNAIRES

The increase in the number of questionnaires sent out by the various government departments to industries of all kinds resulted in the creation early in 1943 of the Committee on Government Questionnaires, upon which all important industries are represented. The objective is to bring about a diminution in the number and an improvement in the type of questionnaires. NAB is represented on this committee and has joined in its financial support. Real progress has been made and many questionnaires which otherwise would have been sent to broadcasters were eliminated; others were materially reduced in content.

RADIO NEWS

The Radio News Committee of NAB was created with the primary purpose of bringing about better trained personnel to prepare and broadcast radio news. As a first step a cooperative enterprise has been undertaken with the Ameri-

can Association of Schools and Departments of Journalism looking to the establishment of a standard curriculum of radio journalism. A complete report of the project will be made at this Conference. Every effort will be made to follow this work through and consolidate the advantages thus far gained.

TECHNICAL DEVELOPMENTS

In the fall of 1943 President Miller, with the Director of Engineering, met with representatives of technical organizations such as the Institute of Radio Engineers, Radio Manufacturers Association and others and perfected the organization and financing of the Radio Technical Planning Board. This Board is one of the most important agencies in the field of post war planning for out of it will come the basic recommendations which will govern technical standards for the broadcasting industry in the years lying ahead. Howard Frazier, NAB Director of Engineering, serves on all panels of the Board and is chairman of the Standard Broadcasting Panel.

RESEARCH

In the field of research, NAB activities during the past several months have been many. A special committee was created to give preliminary study to an industry formula for station coverage. Following this the Research Committee perfected the plan and the industry seems finally to be in a position to adopt a uniform standard for station coverage maps and presentations. Unquestionably the accomplishment of this result will be of immeasurable value to broadcasting as an advertising medium. A detailed report will be submitted.

Audience measurement has also been given a great deal of attention and a program for future activity will be submitted.

MUSIC COMMITTEE FORMED

Following a year and a half of operation under the revised ASCAP contracts which grew out of the consent decree, it became quite apparent that some steps to protect the interest of per-program licensees was necessary. A strong committee was created in the fall of 1943 headed by Campbell Arnoux. Too much credit cannot be given this committee for the splendid results which it has accomplished in clarifying the respective rights and obligations of ASCAP and the broadcasters. Mr. Arnoux will submit a complete report at one of the sessions of this Conference.

FREC DEVELOPMENTS AND OTHER EDUCATIONAL ACTIVITIES

FREC has been constructively active. The previous quarterly meetings which the committee had held were abandoned and semi-annual meetings were substituted. At these meetings individual members of the committee were assigned topics upon which papers were prepared. This has resulted in a more thorough consideration of many of the phases of educational broadcasting and constructive suggestions to meet the problems which arise. The papers thus far delivered have been published and made available to the industry.

The NAB staff has been represented at meetings of the School Broadcast Conference at Ohio State University and at the conference of the Association for Education by Radio and has taken a part in all of these meetings.

DISTRICT MEETINGS AND MEMBERSHIP

Since our last report a total of 15 district meetings has been held at all of which one or more members of

the NAB staff were present. In addition officials from various government agencies and associate members also attended. These district meetings have grown to be increasingly important as a means whereby members of the staff may obtain a better perspective; acquaint themselves with the industry's thinking and bring home to broadcasters the importance of the work which NAB is doing. All meetings have been well attended and the discussions have been constructive. A table showing the dates and places of these meetings follows:

District	Date	Place
7	July 23, 1943	Cincinnati, Ohio
11	August 4-5, 1943	Minneapolis, Minn.
15	August 6, 1943	San Francisco, Calif.
4	September 3, 1943	Asheville, N. C.
2	August 24, 1943	Syracuse, N. Y.
5	September 10, 1943	Atlanta, Georgia
8	February 1, 1944	Indianapolis, Ind.
10	February 4-5, 1944	Omaha, Nebraska
14	February 7-8, 1944	Denver, Colorado
16	February 11, 1944	Los Angeles, Calif.
13	February 13, 1944	Dallas, Texas
12	February 21, 1944	Tulsa, Oklahoma
6	February 24-25, 1944	Memphis, Tennessee
2	March 2-3, 1944	New York, N. Y.
3	March 6-7, 1944	Pittsburgh, Pa.

NAB membership has materially increased since our meeting in 1943. At that time the membership stood at 526. As of the 8th of August 1944, the membership stands at 624. The following tables show the detail of membership:

NAB Membership by NAB Districts

District	April 15, 1943	August 8, 1944
1.....	34	35
2.....	34	40
3.....	27	36
4.....	54	58
5.....	49	54
6.....	37	44
7.....	25	35
8.....	20	20
9.....	23	29
10.....	35	41
11.....	21	23
12.....	19	25
13.....	20	37
14.....	21	27
15.....	25	25
16.....	24	27
17.....	33	36
FM.....	4	4
Networks.....	2	2
Associate.....	19	26
Total.....	526	624

NAB Membership by Dues Classification

Class	April 15, 1943	August 8, 1944
A.....	76	65
B.....	70	87
C.....	93	86
D.....	51	62
E.....	56	77
F.....	33	50
G.....	30	42
H.....	24	29
I.....	19	29

(Continued on page 4)

(Continued from page 3)

Class	April 15, 1943	August 8, 1944
J.....	16	16
K.....	7	12
L.....	8	9
M.....	4	4
N.....	3	8
O.....	7	6
P.....	7	12
Q.....	1	2
R.....	0	0
S.....	0	0
T.....	0	0
U.....	0	0
V.....	2	0
W.....	0	2
X.....	0	0
Associate.....	19	26
Total.....	526	624

RESIGNATIONS

We have previously indicated the resignations of Russell Place, Director of the Legal Department; Joseph L. Miller, Director of Labor Relations; and the leave-taking of Neville Miller. In addition, Everett E. Revercomb, who in point of service was the veteran on the NAB staff and served as auditor and comptroller, resigned on June 1, 1943, to accept a commission as Ensign in the Navy. He is now serving with the Division of Naval Communications in Washington. Walt Dennis, who served from March 1943 as Chief of the NAB News Bureau, resigned in November to become Public Relations Director of Radio Station WHN in New York.

REPLACEMENT AND ADDITIONS

The task of replacing these efficient and experienced staff executives in normal times would have presented a problem of major proportion, but under war-time conditions it proved to be an almost impossible task. No replacement was obtained for either Mr. Place or Mr. Joseph Miller until almost coincident with this writing, when John Morgan Davis was named by President Ryan to the position of General Counsel with specific authority over labor relations. In September 1943 Robert T. Bartley joined the NAB staff as Director of War Activities. Mr. Bartley acts as liaison between the NAB and the several departments of the government and acts as secretary to the Legislative Committee. Harold Ryan succeeded Neville Miller as President effective April 15. Mrs. M. O. Hathaway became auditor on June 1, 1943. No replacement was secured for Mr. Dennis.

CLERICAL STAFF LOYAL

It is gratifying to report that the NAB clerical staff, while experiencing what might be termed normal changes, has not been tempted to leave for what are undoubtedly more attractive salaries in government employ. We now have a competent staff on both the administrative and clerical side. The members of the staff have assumed additional burdens incident to vacancies and have cooperated splendidly. The complete personnel follows:

Personnel

Executive Staff:

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

Administrative Staff:

Robert T. Bartley, Director of War Activities
John Morgan Davis, General Counsel in charge of Labor Relations
Willard D. Egolf, Director of Public Relations
Paul F. Peter, Director of Research
Arthur C. Stringer, Director of Promotion and Circulation
Lewis H. Avery, Director of Broadcast Advertising
Howard S. Frazier, Director of Engineering
Helen H. Schaefer, Assistant to Director of Research
M. O. Hathaway, Auditor

Secretarial, Clerical and Part time:

Ella P. Nelson, Private Secretary
Louise Collins, Private Secretary
Geraldine Finnegan, Secretary
Helen McNulta, Secretary
Zelda Dreisen, Secretary
Helen Morris, Secretary
Jane A. Fry, Secretary
Frederica Clough, Secretary
Margaret Garlitz, Senior Stenographer
Mary G. Lucas, Librarian

NAB Membership by Network Affiliation as of August 8, 1944

		NAB Member	Per Cent Membership
Total Network Affiliates.....	656	484	73.8%
Blue.....	195	140	71.8%
CBS.....	142	115	81.0%
MBS.....	223	147	65.9%
NBC.....	142	118	83.1%
Less Duplicates*.....	-46	-36	
Non-Affiliates.....	268	108	40.3%
Total Standard Broadcast.....	924	592	64.1%
Frequency Modulation.....		4	
Networks.....		2	
Associate Members.....		26	
Total NAB Membership.....		624	

* Duplicates:

Blue and MBS.....	31	26	NAB members
Blue and NBC.....	2	1	" "
CBS and MBS.....	5	4	" "
NBC and MBS.....	8	5	" "

Contact with Membership

The weekly NAB REPORTS constitute the principal medium through which NAB maintains general and regular contact with the membership. In addition to these REPORTS many special bulletins have been issued. These special bulletins are designed to carry to broadcasters complete information on important developments in the many fields in which the Association is active. Following is a list showing the title and number of special bulletins issued in the period since April 1943:

The Beam (Association of Women Directors)...	5
Special AFM Bulletin.....	14
Broadcast Advertising Bulletin.....	13
Legislative Bulletin.....	39
Special Information Bulletin.....	17
Broadcast Engineering Bulletin.....	3
Special Music Bulletin.....	3
War Bulletin.....	1
Swap Bulletin.....	28
Supplements to Selective Service Handbook....	14
Retail Promotion Bulletin.....	7
Tax Bulletin.....	3

Lillian Atherton, Bookkeeper
 Mary M. Jackson, Switchboard Operator
 Lynne M. Lamm, Reporter
 Fausto Ilas, Clerk and Messenger
 Roland Anderson, Clerk and Messenger
 Walter Jones, Clerk and Messenger
 Eunice Bishop, Charwoman
 William Jackson, Janitor

New York Office:

Dorothy Lewis, Coordinator of Listener Activities
 Carla DeRiso, Secretary

FINANCIAL

Although the books of NAB are kept upon a calendar year basis, we have had compiled a statement revealing the income and outlay of the Association for the entire period since the 1943 Conference. The books are audited annually by independent certified public accountants and copies of that report are submitted to all Directors. Following is a general financial statement:

NATIONAL ASSOCIATION OF BROADCASTERS

Statement of Income and Expense

For the Period April 1, 1943, to June 30, 1944

Cash on Hand, April 1, 1943.....	\$36,998.49	
(As reported at 1943 Convention)		
Less: Accounts Payable, March 31, 1943.....	9,634.69	
	<hr/>	
	27,363.80	
	<i>Income</i>	
Receipts from all Sources.....	499,223.87	\$526,587.67
	<hr/>	
	<i>Expense</i>	
President's Department.....	\$ 57,774.96	
Treasurer's Department.....	31,556.17	
Research.....	21,532.28	
Public Relations.....	25,644.16	
Labor Relations.....	6,720.58	
Legislative.....	24,644.35	
Engineering.....	10,419.14	
Broadcast Advertising.....	16,933.65	
Promotion.....	11,356.83	
New York Office.....	66,340.75	
General Administrative.....	175,377.43	448,300.30
	<hr/>	
	78,287.37	
Add: Accounts Payable, June 30, 1944.....	7,497.38	
	<hr/>	
Cash on Hand, June 30, 1944.....	\$ 85,784.75	

If any member desires more complete information with reference to any of the activities or the finances of NAB, such information will be cheerfully given.

Respectfully submitted,

C. E. ARNEY, JR.,
Secretary-Treasurer.

August 8, 1944.

Department of Broadcast Advertising

RETAIL PROMOTION PLAN

Quite properly, a review of the activities of the Department of Broadcast Advertising begins with a report of

the Retail Promotion Plan. At the meeting of the NAB Board of Directors, held in Chicago just prior to the NAB War Conference in April, 1943, the Committee was loaned sufficient funds to complete the project and to make the presentation in major cities from coast to coast.

But, with equal propriety, no report of this activity can begin without a tribute to the untiring energy and unselfish work of the Chairman of the Retail Promotion Committee. Despite a maze of complications and difficulties, he steered the project to completion and through 117 showings before nearly 25,000 retailers. The whole industry owes an exceptional debt of gratitude to

Paul W. Morency

Who devoted more than half of his time, without thought of compensation or reward, to the stewardship of the pledges of subscribing stations and the funds loaned by NAB. From early May to mid-December, 1943, Mr. Morency carried the major burden of the greatest promotion ever undertaken by any advertising medium.

To assist him in the study and preparation of the Retail Promotion Plan, Mr. Morency appointed the following Committee in 1942, which carried through to the completion of the project:

- Robert E. Bausman, WISH-Indianapolis, Ind.
- Gene L. Cagle, KFJZ-Fort Worth, Tex.
- William Crawford, WOR-New York, N. Y.
- Dietrich Dirks, KTRI-Sioux City, Iowa
- John Esau, KTUL-Tulsa, Okla.
- Kenneth K. Hackathorn, WHK-WCLE-Cleveland, Ohio
- Arthur Hull Hayes, WABC-New York, N. Y.
- Walter Johnson, WTIC-Hartford, Conn.
- C. L. McCarthy, KQW-San Francisco, Calif.
- James V. McConnell, WEAJ-New York, N. Y.
- John M. Outler, Jr., WSB-Atlanta, Ga.
- Oliver Runchey, KOL-Seattle, Wash.

Even as it owes a debt of gratitude to Mr. Morency, the broadcasting industry owes a vote of thanks to the members of the Retail Promotion Committee for their long-time service in the cause of retail radio advertising.

Preliminary discussions and investigations of the Committee had revealed two factors that retarded the increased use of broadcast advertising by department stores and other leading retailers. They were:

1. A definite lack of understanding of the retailers' problems on the part of broadcasters.
2. Too little knowledge of the uses of broadcast advertising on the part of retailers.

With the problem thus resolved, the need for outside, professional counsel became apparent. After a careful examination of the field, Sheldon R. Coons, nationally famous retailer and business counsel, was selected. Under his guidance, a basic plan was evolved, research and study undertaken.

In the preparation of the Plan, Mr. Coons worked with Dr. Julius Hirsch, Senior Consultant to OPA and former Price Administrator for the German Reich, who gathered a symposium of literature on the problems and cost of retail distribution.

Dr. Paul F. Lazarsfeld, Director of the Office of Radio Research at Columbia University, was retained to make a new and original analysis of the psychological appeals of broadcasting. He and his staff prepared the most complete study that has ever been undertaken in this field.

The planning and production of the presentation in its final dramatic form was supervised by W. H. Knowles, Vice President of the Jam Handy Organization.

In the course of the work, frequent discussions took place with many individuals engaged in both retailing and broadcasting, and in other fields related to these.

Plan Presented in Five Parts

The so-called Master Showing of the Retail Promotion Plan was presented in five parts:

1. "Air Force and the Retailer"—this twenty-two minute talking motion picture traced the history and development of retailing from the itinerant peddler to the chain store and super-market.
2. "Looking Forward"—this chart talk by the master of ceremonies contained a critical analysis of the post-war problem of distribution.
3. "America Takes to the Air"—this fourteen-minute talking motion slide film traced the growth and development of broadcasting in the United States. It included evidence of the hold which broadcasting has upon the American people.
4. "Why Radio Works"—this twenty-four-minute talking motion picture was based on entirely original research by the Office of Radio Research of Columbia University.
5. "The Commercial"—this closing chart talk by the MC contained specific suggestions for the use of broadcast advertising by department stores and other leading retailers.

Before any film was exposed or charts prepared, a preview of the Plan was presented at a joint meeting of the Retail Promotion and Sales Managers Executive Committees in New York on July 15 and 16, 1943. From the comments, criticisms and suggestions of the Committee members, the final production of the presentation was undertaken.

"How To Do It" Booklets

While the Master Showing was in production, the Director undertook the preparation of the "How To Do It" booklets, which were designed to supplement and implement the presentation. These booklets included:

- "Radio and Retailing in 1943"
- "How To Buy Radio Time"
- "The Elements of a Successful Radio Program"
- "How To Measure Radio Audiences"

The concluding booklet in the series, "How To Promote Your Program," will be issued shortly, based upon the actual experiences of outstanding retail radio advertisers—some of whom have embraced the medium since "Air Force and the Retailer" was shown in their communities.

During the production of the Plan, C. E. Arney, Jr., NAB Secretary-Treasurer, prepared the tour schedules and handled the thousand and one details of the showings in 111 cities. Without his experienced assistance, the complicated routing of eight complete units, using fourteen MCs, would never have been possible. The Director wishes to thank Mr. Arney through this medium for his constant and invaluable counsel and work.

MCs Tour With Plan

As the presentation neared completion, fourteen leaders in the broadcasting industry were selected to act as Masters of Ceremonies at the showings throughout the country. To insure a uniform and professional presentation of the Plan, these MCs were given one week of schooling—part of the group in New York and the balance in Detroit.

Special mention should be made of the voluntary service of these MCs. Each took a minimum two-week schedule, involving one-day stops in each community. Carrying charts and films that weighed 75 pounds and shepherding two crates that totaled 290 pounds, the MCs met every scheduled showing with an amazing minimum of mishaps. Again, the thanks of the broadcasting industry are cer-

tainly due these MCs who contributed the final touch to the success of the Plan.

The MCs who presented the Plan in its nationwide tour included:

- M. F. Allison, WLW-Cincinnati, Ohio (now Lieut., j.g., U. S. Navy)
- C. E. Arney, Jr., NAB-Washington, D. C.
- Lewis H. Avery, NAB-Washington, D. C.
- Harry Burke, WOW-Omaha, Neb.
- James Gaines, NBC-New York, N. Y.
- Arthur Hull Hayes, CBS-New York, N. Y.
- Kingsley F. Horton, WEEI-Boston, Mass.
- Walter Johnson, WTIC-Hartford, Conn.
- Robert T. Mason, WMRN-Marion, Ohio
- John M. Outler, Jr., WSB-Atlanta, Ga.
- Clyde Pemberton, KFJZ-Fort Worth, Tex.
- Willan C. Roux, NBC-New York, N. Y.
- Frank V. Webb, KDKA-Pittsburgh, Pa.
- Frank Parke Wright, San Francisco Retail Radio Bureau, San Francisco, Calif.

Starting at the Hotel Statler in Washington on Tuesday, October 12, 1943, the Plan was shown in 111 cities before more than 23,000 retailers up to and including the presentation in Detroit on Tuesday, December 7, 1943. Since January 1, 1944, it has been presented in six additional cities, so that it has now been seen by nearly 25,000 retailers in 117 cities. One additional showing is even now booked for sometime after September 1.

Industry Reaction

During the course of the tour, a few radio station executives expressed dissatisfaction with the material contained in the presentation and with its reception in their communities. At the same time, more than 100 broadcasters wired or wrote enthusiastic praise for the project. It is the general consensus that the Retail Promotion Plan came as near to selling radio as can be done in a general presentation.

Following the organized tour of the Plan, requests began to pour into NAB for permission to use the talking motion pictures. Dozens of colleges and universities have asked for the loan of these films to show to classes in national and retail advertising and in the psychology of advertising. Hundreds of high schools, too, have borrowed the films to project to their commercial classes.

In addition, several colleges and universities have adopted one or more of the "How To Do It" booklets as textbooks on one or another phase of retail radio advertising.

Perhaps the best summary of reaction to the Retail Promotion Plan was contained in an article that appeared in EDITOR & PUBLISHER—the authoritative trade paper in the field of newspaper publishing:

"Many newspaper men who saw the presentation didn't like it. You wouldn't expect them to. They criticized the job roundly, but those who thought about it were brought up short by one hard, shiny, insurmountable fact. We wouldn't mention it if we hadn't heard the idea stated several times, independently: 'This radio job is no world beater but—it packs a darn sight more punch than any presentation newspapers have been willing to agree on and finance!'"

A full report of the activities of the Retail Promotion Committee and the results of the Retail Promotion Plan will be presented at the NAB Executives War Conference on Tuesday morning, August 29.

SALES MANAGERS

Under the vigorous leadership of Dietrich Dirks of KTRI, Sioux City, Iowa, the Sales Managers Executive Commit-

tee, selected following the NAB War Conference at Chicago in April, 1943, proved to be one of the strongest and most productive committees in the history of the Sales Managers Division. Since the last convention, the Committee has held five meetings, two of which were booked in conjunction with conventions of the National Retail Dry Goods Association and the Proprietary Association of America, providing excellent representation for the broadcasting industry at those meetings.

Here and now the Director wishes to express his sincere appreciation for the advice, counsel and help which the members of this Committee have given him. With the guidance and suggestions of this group, the work of the Department of Broadcast Advertising has been made much easier and more effective.

Here are the members of the Sales Managers Executive Committee:

Dietrich Dirks, KTRI-Sioux City, Iowa, Chairman
C. K. Beaver, KARK-Little Rock, Ark.
Sam H. Bennett, KMBC-Kansas City, Mo.
Arthur Hull Hayes, CBS-New York, N. Y.
Walter Johnson, WTIC-Hartford, Conn.
James V. McConnell, NBC-New York, N. Y.
John M. Outler, Jr., WSB-Atlanta, Ga.
W. B. Stuhrt, KOMO-KJR-Seattle, Wash.
John E. Surrick, WFIL-Philadelphia, Pa.

Following the joint meeting of this Committee with the Retail Promotion Committee in New York on July 14 and 15, 1943, the activities of the group were made subservient to the preparation and presentation of the Retail Promotion Plan during the summer and fall of 1943. In fact, several members of this Committee were also members of the Retail Promotion Committee, while other members served as MCs during the tour of the Plan.

Early in December, Mr. Morency wrote the President of NAB, indicating that he would like to dissolve the Retail Promotion Committee, since the initial tour of 111 cities had been completed, and requesting that the follow-up of the Plan be assigned to the Sales Managers Executive Committee. At its meeting in New York on January 18 and 19, the Committee assumed this obligation and proceeded to outline steps to develop an increased use of broadcast advertising by department stores and other leading retailers.

Through the presentation of the Retail Promotion Plan in San Antonio, Texas, the broadcasting industry had been offered an opportunity to conduct a clinical test of retail radio advertising with Joske's of Texas, leading San Antonio department store and a unit of Allied Stores Corporation. The Committee voted to undertake this test, and plans are now in preparation for a comprehensive study of the application and use of broadcast advertising to every phase of department store advertising and merchandising. As results are determined, full reports will be issued to all NAB member stations.

NRDGA SALES PROMOTION CLINIC: The National Retail Dry Goods Association invited NAB to participate in its Sales Promotion Clinic at the Netherland Plaza Hotel in Cincinnati on April 4, 5 and 6, 1944. The first day was devoted to general advertising and newspapers, the second to display and the third to radio advertising. The complete schedule of the participation of the Committee in this Sales Promotion Clinic included:

Wednesday, April 5

12:15 PM—Radio Luncheon with "Quiz Kids" as feature attraction

5:00-7:00 PM—NAB Reception and Cocktail Party for NRDGA

Thursday, April 6—Broadcast Advertising Day

10:00-12:00 M—Panel Discussion of advantages and use of broadcast advertising by retailers. Primary questions to be answered:

1. What is being done to help retailers benefit from radio?
2. What are the best means of using radio?

Co-Chairmen: Dietrich Dirks, Radio Station KTRI, Sioux City, Iowa (Statement of Participation of Broadcasters in Forum)

B. Lewis Posen, Publicity and Sales Director, Hochschild, Kohn and Company, Baltimore (Statement of Purpose of Forum)

Panel Members:

Thomas D. Connolly, CBS, New York, N. Y.

Walter Johnson, WTIC, Hartford, Conn.

John M. Outler, Jr., WSB, Atlanta, Ga.

Paul McCarthy, Publicity Director, J. N. Adam Company, Buffalo, N. Y.

E. Davis McCutcheon, Publicity Director, D. H. Holmes Company, New Orleans, La.

Richard G. Meybohm, Publicity Director, J. W. Robinson Company, Los Angeles, Calif.

12:15 P.M. Television Luncheon with Thomas F. Joyce, Manager, Radio, Phonograph and Television Department, RCA Victor Division of RCA Manufacturing Company.

This report provides an appropriate opportunity to thank the QUIZ KIDS and the Wade Advertising Agency for making this outstanding radio program available as a feature attraction for the Radio Luncheon at the Sales Promotion Clinic. Thanks, too, are hereby expressed to Radio Station WLW for the provision of an orchestra and vocalists for the Radio Reception. Equally appreciated was the talk on television by Thomas F. Joyce, Manager, Radio, Phonograph and Television Department, RCA Victor Division of RCA Manufacturing Company.

Since NRDGA plans to make the Sales Promotion Clinic an annual event, it is hoped that the NAB Sales Managers Executive Committee will be able to participate in all such future meetings.

PROPRIETARY ASSOCIATION ADVERTISING CLINIC: At the invitation of the Proprietary Association of America, the Committee prepared a combination talking motion picture and transcribed presentation. Designed to highlight the mutual public responsibilities of the broadcasting and proprietary industries, the NAB participation was enthusiastically applauded at the Advertising Clinic of the PAA at the Hotel Biltmore in New York on May 16, 1944. Following the presentation, a complete transcript of the talks by Mr. Dirks and J. Harold Ryan, NAB President, and the text of the transcribed portion were sent to all NAB member stations. Pressings of the transcribed portion were also made available to members at cost.

The Committee feels that this presentation to the PAA should be the forerunner of like promotions by the broadcasting industry to many other trade associations—both those that are extensive users of radio as well as those that are prospects for broadcast advertising.

While the individuals who actually wrote and produced the transcribed presentation have asked to remain anonymous, the Director wishes to point out that networks, clear-channel, regional and local stations all co-operated in supplying information, in writing or in producing the presentation. It was an outstanding example of intra-industry co-operation.

JOINT MEETINGS WITH RESEARCH COMMITTEE: Following the rejection by the American Association of Advertising Agencies of the Recommended Standards for the Determination of Coverage Maps, adopted at the NAB War Conference in Chicago in April, 1943, the Committee held a joint meeting with the NAB Research Committee at Cincinnati on April 4, 1944, to

examine the CBS and NBC methods of coverage determination. Following this meeting and a separate discussion of the subject within the Committee, a resolution was adopted expressing complete confidence in the studies then about to be undertaken by a Technical Subcommittee of the Research Committee.

To hear the interim report of the Technical Subcommittee, the Sales Managers group again met in joint session with the Research Committee in New York on August 2, 1944. A complete report of that meeting and the decisions reached is contained in the Annual Report of the Research Department. The Sales Managers Executive Committee, however, is very enthusiastic about the recommendations of the Research Committee and equally anxious to have them become industry standards.

CO-OPERATION WITH OTHER TRADE GROUPS: During the year, the Committee held two joint luncheons with the Time-Buyers Subcommittee of the American Association of Advertising Agencies. At the second of these, the AAAA group presented recommendations for the preparation of a standard rate card format, which would list all of the radio station rates in complete detail. This subject will be studied by the Director in the near future, and the Committee is expected to develop standards for presentation to the industry.

In addition to the participation of this group in the NRDGA Sales Promotion Clinic at Cincinnati, executives of NRDGA have met with the Committee from time to time to explore the further development of retail radio advertising.

PROMOTION OF BROADCAST ADVERTISING: During the year, the Committee as a whole, as well as individual members, actively promoted the increased use of broadcast advertising by many logical trade groups and industries. With equal zeal, the Committee sought to safeguard the interests of listeners where they appeared to run counter to the desires of advertisers.

To that end, formal resolutions adopted by the Committee urged network, national spot and local advertisers to eliminate so-called "cow-catcher" and "hitch-hike" announcements; urged stations to restrict the number and length of announcements in participating programs to improve showmanship and listenership; urged stations to adhere closely to the NAB Code of Ethics on length of commercial continuity, especially in the case of five-minute programs, and urged stations to discourage and ultimately to deny to network, national spot and local advertisers the privilege of calling attention on one program to another program on a competing station or network.

PROMOTION OF THE AMERICAN SYSTEM OF BROADCASTING: The experience of several Committee members in the presentation of the Retail Promotion Plan and the report of the annual meeting of the Institute for Education by Radio at The Ohio State University at Columbus, Ohio, clearly indicated the need and opportunity for more widespread promotion of the American System of Broadcasting. To achieve that goal, the Committee passed unanimously two formal resolutions. Both were addressed to the NAB Board of Directors. The first requested the Board to appoint a committee, consisting of members of both the Sales Managers Executive Committee and the Public Relations Committee, to investigate the possibility of making a talking motion picture or some other suitable presentation to tell the story of broadcasting and broadcast advertising. The other requested the Board to plan to participate in all institutes or meetings having for their purpose education by radio, to the end that the American System of Broadcasting is fairly and fully explained.

CONTINUING DISCOUNT CLAUSE: In accordance with instructions from the NAB Board of Directors, at

its meeting in Chicago immediately following the NAB War Conference in April, 1943, the Committee has given extended consideration to the proposal for the inclusion of a so-called continuing discount clause in the NAB-AAAA Standard Contract for Station Facilities. As a result of these discussions and investigations, the following clause was accepted unanimously by the Committee and referred to the Board for further action:

"If this contract is renewed for identical service, without interruption, beyond a fifty-two (52) week period, the same earned rate will be allowed for the duration of such extended, continuous service as the rate earned for the original fifty-two (52) week term. This provision shall not apply, however, for more than fifty-two (52) weeks from the effective date of any revision of rates or discounts."

At the meeting of the Board in Washington in May, 1944, the proposed clause was approved and referred to the membership for action at the NAB Executives War Conference.

SMALL MARKET STATIONS

Following the NAB War Conference in April, 1943, during which a preliminary meeting of small market station managers was held, the President of NAB appointed a Small Market Stations Committee. The members of this Committee include:

Marshall H. Pengra, KRNR-Roseburg, Oregon, Chairman
James R. Curtis, KFRO-Longview, Tex.
Robert T. Mason, WMRN-Marion, Ohio
Fred Schilplin, KFAM-St. Cloud, Minn.
William B. Smullin, KIEM-Eureka, Calif.
James W. Woodruff, Jr., WRBL-Columbus, Ga.

Few NAB standing committees, in the experience of the Director, approach their task with more enthusiasm or more determination than the members of this group. While the accomplishments of the Small Market Stations Committee have received less publicity than those of some other committees, the nearly 400 small market stations in the United States are deeply in the debt of this group.

The Director, too, takes advantage of this opportunity to express his sincere thanks to the members of this Committee for their untiring efforts in behalf not only of the stations they directly represent but also in the promotion of broadcasting and broadcast advertising generally.

Before attending the first meeting in Washington on June 9 and 10, 1943, members of the Committee queried other small market station managers in their areas and urged them to report on their problems. After examining the many problems reported by these station executives, the Committee concluded that there were three basic difficulties:

1. Lack of new revenue
2. Lack of manpower
3. Need for full exploitation of small market potentials

To solve the first problem, the Committee requested NAB to study the possibility of group selling of small market stations. The second problem is extremely difficult of solution because small stations have long served as preparatory schools for the personnel of larger stations and networks. But, the source of new personnel for small stations has virtually disappeared through the operation of the Selective Service Act.

The Committee recommended a twofold approach to the third problem. It urged every small market station to key its programming to the tempo of the community in which it is located, to the end that the station becomes an integral part of the life of the community. When that goal is accomplished, it is the further responsibility of

the station to see that news of its service to the community, together with market data on its coverage, is constantly and completely exploited.

For the purposes of the study requested by the Committee, a small market station was defined as one in a community of less than 50,000 population and operating with less than 5,000 watts power. Using this definition as a base, Howard S. Frazier, NAB Director of Engineering, calculated the mechanical coverage, while Paul F. Peter, NAB Director of Research, estimated the market data for the 379 so-called small market stations.

The results of this comprehensive study were presented to the Committee at a second meeting, held in Washington on May 22 and 23, 1944. As a result of the discussion following that presentation, the Committee has decided to present this detailed study at the NAB Executives War Conference.

The Committee also explored developments in FM and television as they are likely to affect small market stations. To gain a comprehensive picture of this problem, the Committee met with James Lawrence Fly, Chairman of the FCC. (A digest of this meeting appeared in the June 2 issue of the NAB REPORTS.)

Although the Committee had discussed at some length the advisability of a Small Market Stations Director on the NAB staff, it decided to defer a request for such representation until a later date. Meanwhile it urged all small market stations to make fuller use of the facilities and personnel at the headquarters of the trade association.

OTHER ACTIVITIES

ASSISTANT DIRECTOR OF RETAIL RADIO ADVERTISING: Under a supplementary budget approved by the NAB Board of Directors and President Ryan at a meeting in Washington in May, an assistant director of broadcast advertising will shortly be employed to concentrate on the further development of retail radio advertising. Several prospects have been interviewed, and it is expected the individual selected will be announced and introduced at the NAB Executives War Conference.

CO-OPERATION WITH NRDGA: Through the generous co-operation of the National Retail Dry Goods Association, the Retail Promotion Plan received the enthusiastic and unanimous endorsement of the Board of Directors of the Sales Promotion Division. Realizing the growing interest of department store and other leading retail executives in the use of broadcast advertising, the Director has continuously tried to build increasingly valuable contacts with this important trade association. Perhaps the following statement from Llewellyn Harries, Manager of the Sales Promotion Division of NRDGA, sums up the results of this co-operation:

"The Sales Promotion Division of NRDGA will send out ten times each year to its members and to the members of the National Association of Broadcasters a new magazine to be called PROMOTION EXCHANGE. This publication will have all of the pertinent information of that month regarding outstanding radio programs now being used by different stores throughout the country.

"As an adjunct to this bulletin, and so that retail stores and radio stations may hear the complete program in the manner in which it is presented, the Sales Promotion Division has started a library of these programs cut by the stations from which the programs are broadcast.

"Department stores that have already sent transcriptions to us have given their permission to forward these recordings to any radio station or department store that is contemplating a new program. Their only consideration is that they would like to have the

radio station or department store respect their copyrights, and not copy any of these programs word for word without express permission from the store that originated the program. This activity has and will continue to be worked out with the NAB Director of Broadcast Advertising."

NRDGA ADVERTISING SCHOOL: One of the most important projects ever undertaken to educate retail advertising personnel and discharged service men on the fundamentals of advertising is being sponsored jointly by the Newspaper Advertising Executives Association, LIFE magazine, the New York TIMES, Metro Associated Services and the National Association of Broadcasters.

The school will be presented in any community where the advertising manager of a department store, the advertising manager of a newspaper and the sales manager of a radio station get together and arrange for a series of six four-hour classes. Each student will be supplied with a comprehensive textbook on retail advertising. For the section devoted to broadcast advertising, the Director combined, condensed and rewrote the "How To Do It" booklets, which were prepared for the Retail Promotion Plan. Copies will soon be available to all NAB member stations.

DISTRICT MEETINGS: In company with C. E. Arney, Jr., NAB Secretary-Treasurer, and Willard D. Egolf, NAB Director of Public Relations, the Director attended eight of the nine District Meetings, starting in Indianapolis on February 1 and concluding in New York on March 3. For this series of meetings, two booklets were prepared. One contained the following charts:

"Radio Sets in Use in the United States"

"Growth of Broadcast Advertising"

"Growth of National Advertising"

"Growth of Local Advertising"

The other booklet contained eight suggested topics for discussion at the sales managers sessions held in conjunction with these District Meetings.

In all of the districts, these sales sessions were held as a part of the general meeting. In each instance, the Director is indebted to the following District Chairmen of the Sales Managers Committee for their counsel and help in the organization and conduct of these sessions:

John A. Bacon, WGR-Buffalo, New York
Cecil K. Beaver, KARK-Little Rock, Ark.
Hale Bondurant, WHO-Des Moines, Iowa
Clark A. Luther, KFH-Wichita, Kans.
Alex Keese, WFAA-Dallas, Tex.
W. E. Wagstaff, KDYL-Salt Lake City, Utah
Ned Connor, KRKD-Los Angeles, Calif.

Since no meetings were held in the other districts, the Director hereby extends his thanks to the District Chairmen in those districts for advice and counsel that have been generously supplied during the year through correspondence and conversations.

Kingsley F. Horton, WEEI-Boston, Mass.
Thomas B. Price, WWSW-Pittsburgh, Pa.
Stanton P. Kettler, WMMN-Fairmont, W. Va.
Frank Crowther, WMAZ-Macon, Ga.
Joseph Eaton, WHAS-Louisville, Ky.
H. M. Loeb, WFDF-Flint, Mich.
Edwin C. Allen, WIBA-Madison, Wis.
Lee Whiting, WDGY-Minneapolis, Minn.
Clyde F. Coombs, KARM-Fresno, Calif.
Chet Wheeler, KWIL-Albany, Oregon

Early last September, the Director attended the Fourth District Meeting at the Grove Park Inn in Asheville, North Carolina. It was one of those typically superb and well-organized Fourth District Meetings.

The Director wishes to express his special thanks for the perfection and pleasure of that meeting to G. Richard Shafto, WIS, Columbia, South Carolina, Fourth District Director, Don S. Elias, WWNC, Asheville, North Carolina, Director-at-Large, and Stanton P. Kettler, WMMN, Fairmont, West Virginia, District Chairman of the Sales Managers Committee.

SALES CONTACTS: Through contacts already established, as well as those newly developed, the Director has continued the campaign to gain greater recognition of broadcast advertising in fields in which the medium is used to only a limited extent. In this connection, it should be pointed out that no specific recommendations of programs or stations are ever made. When the prospect reaches the point of considering the type of service or the stations to be employed, the Director bows out after providing a list of the NAB members and associate members.

REPRINTS: By reading the advertising, broadcasting and retailing trade publications as frequently as possible, the Director has endeavored to keep in touch with developments in those fields affecting broadcast advertising. From time to time, permission has been obtained to reprint articles or stories from a dozen different publications. These reprints have been distributed to all NAB members. By filling orders for extra copies, it has been possible to satisfy a growing demand for stories about one or another field for distribution to local or national prospects.

TALKS: Since the last Annual Report, the Director has delivered talks on broadcasting or broadcast advertising before the retail advertising class of The Ohio State University, the Association of Women Directors at the Institute for Education by Radio, the Denver Advertising Club, the Publicity Club of New York, the Graphic Arts Association of Washington, the Sales Promotion Luncheon at the NRDGA Annual Convention, the Annual Convention of the National Men's Wear Association, the Sales Managers Club of Rochester and the Radio Executives Club of Toronto. Wherever possible, such talks have been combined with a business trip.

CO-OPERATION WITH OTHER TRADE GROUPS: Since the NAB War Conference last year, the Director has continued the efforts begun earlier to co-operate with and enlist the active support of various trade associations and groups in the promotion of broadcast advertising. Such contacts have included the American Association of Advertising Agencies, the Association of National Advertisers, Anthracite Industries, Inc., the Advertising Federation of America, the Radio Executives Club of New York, the Chicago Radio Management Club, the Radio Executives Club of Toronto, the American Bankers Association, etc.

In addition, the Director has prepared several articles for advertising trade papers and ghost-written several others for various publications in the retail field.

CO-OPERATION WITH GOVERNMENT AGENCIES AND DEPARTMENTS: In active support of the government programs of war information, the Director has worked closely with the Office of War Information and the War Advertising Council. To promote a better understanding of the part radio has played in the promotion of the various war loans, the Director served on the following Special Committee to prepare plans for the Fourth War Loan:

Irving G. Abeloff, WRVA-Richmond, Va.
Stanton P. Kettler, WMMN-Fairmont, W. Va.
Edward C. Obrist, WFIL-Philadelphia, Pa.
Willard D. Egolf, NAB-Washington, D. C.
Arthur C. Stringer, NAB-Washington, D. C.

This Committee recommended that quarter-hour and five-minute programs and announcements of various lengths be made available for local sponsorship. The acceptance of this recommendation by the Treasury Depart-

ment resulted in a substantial increase in the amount of broadcast advertising devoted to the promotion of War Bonds.

In connection with the Fifth War Loan, the Director issued a special Broadcast Advertising Bulletin with which was enclosed a Sales Portfolio to help radio stations sell local advertisers on the use of broadcast advertising in support of the nationwide drive to sell bonds. More than a thousand extra copies of this Sales Portfolio were rushed to NAB member stations and non-members as well.

Other contacts have included the Federal Communications Commission, the Federal Trade Commission and the Department of Commerce. Several executives of the last-named department supplied valuable information in connection with special activities of this department.

WAC RECRUITMENT ADVERTISING: Having learned that the War Department had appropriated approximately \$5,000,000 for WAC recruitment advertising, the Director made presentations to both the War Department and Young & Rubicam, Inc., seeking to have part of these funds invested in broadcast advertising. Shortly thereafter a questionnaire was sent to all radio stations, asking them to vote on the acceptance of paid WAC recruitment advertising, soliciting their preferences for the type of broadcasting to be employed over their stations and inviting the submission of availabilities. At the time this report goes to press, no decision apparently has been reached on the inclusion of broadcast advertising in the plans for the 1944-1945 fiscal year.

SUMMARY: The need for revenue in the operation of a commercial broadcasting station is both paramount and obvious. With adequate revenue, wise management increases public service, develops greater listener interest and makes the station living proof that radio is the greatest means of mass communication the world has ever known.

To aid all types of radio stations in all parts of the country to develop that increased revenue is the dedicated duty of the Department of Broadcast Advertising. To that end, the comments and suggestions of individual radio station executives have been both encouraging and helpful. To each and every one of them the Director extends sincere thanks.

To former President Neville Miller, to President J. Harold Ryan, to Paul F. Peter, Director of Research, to Arthur C. Stringer, Director of Promotion, and especially to C. E. Arney, Jr., the Director voices heartfelt thanks for sympathetic help on frequent occasions.

Respectfully submitted,

LEWIS H. AVERY,
Director of Broadcast Advertising.

Legislation

Your Legislative Committee has been a truly working committee. Due to the White-Wheeler Bill hearings in the Senate and to the importance of immediate action on a moment's notice in an ever-changing situation, the Committee members were "on call" during the entire Spring session of Congress, and from the time of the commencement of the Senate hearings, until June, when Chairman Wheeler called off further consideration of the Bill, the Legislative Committee held six meetings.

The members, however, assumed the responsibilities and inconveniences cheerfully and worked diligently and cooperatively over many controversial problems, reaching, in the main, unanimous decisions. Individual sacrifices were magnanimously made when the broad industry inter-

est required. The Committee tackled its work with a view to serving the paramount public interest with a clear understanding and a strong conviction that to secure a law which would serve the public interest best would coincide with the interest of the industry.

Members of the Legislative Committee are:

Don S. Elias, WWNC, Asheville, N. C., Chairman
Nathan Lord, WAVE, Louisville, Ky.
Clair R. McCollough, WGAL, Lancaster, Pa.
Joseph H. Ream, CBS, New York
J. Leonard Reinsch, WSB, Atlanta, Ga.
Frank M. Russell, Washington, D. C.
G. Richard Shafto, WIS, Columbia, S. C.
James W. Woodruff, Jr., WRBL, Columbus, Ga.
Ed. Yocum, KGHL, Billings, Mont.

WHITE-WHEELER BILL

As of October, 1943, there was pending in the Senate, a Bill to amend the Communications Act, introduced jointly by Senators White and Wheeler, the previous March. Continued efforts to secure consideration by the Senate Interstate Commerce Committee culminated in Chairman Wheeler's calling Committee Hearings for November 3, 1943. The hearings ran for 28 sessions, from November 3 to December 16, 1943. Attendance, interest and understanding shown by practically every member of the 21-man Senate Committee was most gratifying. In addition to the NAB many individual broadcasters presented testimony in support of remedial and definitive legislation.

Chairman Wheeler took the Bill under advisement, considered the issues raised at the hearings, and on March 1, 1944, presented to a full meeting of the NAB Legislative Committee a proposed new Bill for consideration. Following a two weeks' study of the proposal your Legislative Committee submitted to Chairman Wheeler its comments and recommendations. Almost three months later he called an executive session of the Senate Interstate Commerce Committee and presented his proposed amendment to the original White-Wheeler Bill on which hearings had been held. The NAB Legislative Committee was supplied with a copy, considered the proposals thoroughly and submitted to each member of the Senate Committee its conclusions and recommendations, stressing again the desire for Committee consideration. (Special Legislative Bulletin No. 9, June 2, 1944). When this report was submitted to him formally by a NAB Delegation, Chairman Wheeler, dissatisfied with the report, cancelled further Senate Interstate Commerce Committee meetings. (NAB Reports, June 9, 1944). No further consideration of radio legislation has been given by that Committee.

THREE YEAR LICENSE TERMS

Within a short time after the conclusion of the Senate hearings on the White-Wheeler Bill, the Commission extended the license terms for Standard Broadcast Stations to the full statutory period of three years. This had long been advocated by NAB as a stabilizing move and was strongly recommended during the course of the Senate hearings.

NEWSPAPER DECISION

During the course of the Senate hearings on the White-Wheeler Bill, members of the Interstate Commerce Committee showed an exceptional interest in the Commission's delay in reaching a decision in the Newspaper case. Committee members pressed for specific answers from each member of the FCC who testified, as to when a decision would be handed down. Commitments were secured and on January 6, 1944, shortly after the conclusion of the

Senate Hearings, the Commission issued its decision, closing the record and dismissing Order No. 79, dated March 20, 1941.

HOLMES BILL

Congressman Holmes (R) Massachusetts, on January 2, 1943, introduced a bill to amend the Communications Act, which was referred to the House Committee on Interstate and Foreign Commerce. That Committee, at the previous session, had held thorough hearings on the Sanders Bill. A sub-committee composed of Alfred L. Bulwinkle, N. C., Chairman, Virgil Chapman, Ky., Martin J. Kennedy, N. Y., Thomas D'Alesandro, Jr., Md., George G. Sadowski, Mich., B. Carroll Reece, Tenn., Clarence J. Brown, Ohio, Leonard W. Hall, N. Y., was named and authorized to hold hearings on the Holmes Bill if desirable.

In view of the hearings on the Communications Act in the Senate, the sub-committee determined to hold up hearings on the Holmes Bill until the Senate had acted.

Furthermore, the House is conducting an investigation of the Federal Communications Commission through its Select Committee, under the chairmanship of Mr. Lea of California. There is no indication that the sub-committee will hold hearings pending definite Senate action or before the completion of the investigation by the Select Committee.

HOUSE SELECT COMMITTEE TO INVESTIGATE THE FEDERAL COMMUNICATIONS COMMISSION

By October, 1943, the Select Committee of the House of Representatives had become so involved in personalities that little actual progress was being made. Chairman Cox resigned and Mr. Lea of California was named to succeed him. Mr. Lea's selection was a most logical one since he is also chairman of the House Committee on Interstate and Foreign Commerce, the standing Committee of the House which handles Communication Legislation. Soon thereafter Mr. Garey, the Counsel for the Committee, resigned, and the Federal Communications Commission was given an opportunity to present its testimony and state its position on charges which had been leveled against it. This portion of the investigation has been concluded and the Committee, with John J. Sirica, a prominent Washington attorney, as General Counsel, is proceeding with its investigation into the licensing powers under the Act, as exercised by the FCC, preparatory to Public Hearings, with a view to determining the necessity for remedial legislation, and what form it should take.

NEWSPAPER ADVERTISING BILL

Senator Bankhead (D) Alabama, secured passage through the Senate of a Bill requiring Government paid War Bond advertising in newspapers. NAB appeared before the Senate Banking and Currency Committee in opposition to the Bill, stressing the discriminatory effect it would have on Broadcasting stations, particularly those in the smaller markets. (Special Legislative Bulletin, No. 20, October 29, 1943.)

Representative Cannon (D) Missouri, introduced a companion Bill in the House of Representatives on which hearings were held before the House Ways and Means Committee. By majority vote of the Committee, the Bill was shelved but subsequently a new vote was taken and the Bill reported favorably. The Rules Committee, however, denied a Rule on the Bill, where it now rests.

Effective and intelligently organized support for the legislation has been spearheaded by the small town newspapers. By working individually with the members of the Senate and House from their home States and Districts,

the members of the National Editorial Association have acquainted their Members of Congress with their arguments for the legislation.

FEDERAL TAXATION

The major tax development affecting radio broadcasting companies was the enactment of section 123 of the Revenue Act of 1943. This section provides for the nonrecognition of gain upon the sale or exchange of property (including corporate stock), where the transaction is certified by the Federal Communications Commission to be necessary or appropriate to effectuate its policies with respect to the ownership and control of radio broadcasting stations.

The radio industry is, of course, in common with other corporate taxpayers, affected by many of the general changes made by the Revenue Act of 1943, conspicuous among which are the increase in the excess profits tax rates to 95% and the raising of the specific exemption for excess profits tax purposes from \$5,000 to \$10,000. This latter change will have an especially beneficial effect upon small radio broadcasting stations whose hope for future expansion depends in large part upon being allowed to retain a sizable portion of their current earnings. It is also to be noted that, in the general increase of excise tax rates, nothing was done to affect the exemption of news wires, etc.

Those radio broadcasting stations which have applied for relief from excess profits tax under section 722 of the Internal Revenue Code will be interested to know that a complete set of instructions has now been issued to the Internal Revenue Agents in the Field and the auditing of such cases ought therefore to proceed with somewhat greater dispatch. On the other hand, it is understood that the Bureau is taking a very strict attitude toward the administration of Section 722, particularly on the subject of commitments to capacity increases not effected until after 1939 and regarding the use of post-1939 experience in establishing the taxpayers constructive average base period net income. Taxpayers should, therefore, be prepared to measure up to a high standard of proof both as to eligibility and as to the amount of relief.

STANDARD TIME PROPOSALS PENDING

Bills are before Congress and hearings have been held but not concluded which would repeal or drastically amend the law establishing War Time. Congressional action in this field has been successfully challenged as an encroachment on States' Rights before the Supreme Court. However the mere expression by Congress on this subject has induced many States to go along and set the clock back for the duration. The subject is extremely controversial and great interest is being shown in its repeal, particularly from the rural areas where the hardship is felt the most. In general, NAB has taken the position that we are interested primarily in a universal time, irrespective of whether it is Standard or War Time. The inconvenience and confusion caused listeners as well as station management by a dual time system has been stressed.

ET ANNOUNCEMENT RELIEF SOUGHT

In recognition of the ET announcement burden on stations, as set forth in a resolution of the North Carolina Broadcasters, the Commission, on February 1, 1944, proposed a revision in its Rule. As revised, the Rule would have afforded little relief and would have required other burdensome and unnecessary announcements. We filed our comments and suggestions with the Commission on March 16, 1944. Up to the present time no further action has been taken by the Commission.

CONTRACT DISCLOSURE PROPOSAL OFFERED

Since January 18, 1944, there has been pending before the Commission its proposed Rule, which opens to public inspection many station contracts, agreements and understandings. Pursuant to the direction of the Board of Directors, we filed with the Commission a memorandum brief, reciting the practical business objections to requiring such disclosure and pointing out that there was no public necessity for such disclosure. (NAB Reports, Feb. 16, 1944).

MISCELLANEOUS BILLS AND RESOLUTIONS

Members of Congress introduced bills or resolutions affecting Radio, ranging from the proposal by Mr. Kennedy (D) New York, for a constitutional amendment guaranteeing freedom of speech by Radio, to a bill by Senator Johnson (D) Colorado, requiring the licensing of Commentators under a Federal "code of ethics."

Senator Johnson also placed in the hopper a bill prohibiting the broadcast *into* a state, of advertising violative of state law.

Senator Tunnell (D) Delaware, introduced a Bill making unlawful certain restrictions and practices against making and using electrical transcriptions based on the manner of manufacturing or because not manufactured by particular persons or organizations.

Senator Vandenberg (R) Michigan, introduced a bill to prohibit interference with the broadcasting of non-commercial, cultural or educational programs, such as the American Federation of Musicians banning of the Interlochen broadcasts. Mr. Rankin (D) Mississippi, introduced a bill making unlawful, liability insurance against slander and libel uttered over the radio. Several members prepared so-called "rights of reply" bills, notably one by Mr. Dies (D) Texas, which never reached the formality of introduction.

ROBERT T. BARTLEY,
Secretary.

Research

In reviewing the many research activities since the War Conference held in Chicago April 27-29, 1943, the subject of station coverage has been the most important topic for discussion, study, and action of the Research Committee. Following a review of this subject, other principal and time consuming tasks of the Committee and the Research Department are discussed by subject matter.

STATION COVERAGE

At the NAB War Conference last year, the NAB Research Committee reported to the membership a recommended standard coverage measurement method. The report of the Committee was accepted and the method approved by a resolution which contained a proviso of American Association of Advertising Agencies endorsement. This authenticating approval was sincerely expected since the AAAA Time Buyers Committee and the NAB Sales Managers Executive Committee had originated the project and the NAB Sales Managers Executive Committee had asked the Research Committee to undertake it.

It developed, however, that no official approval of the AAAA had been given. At a meeting of the Research Committee June 9, 1943, plans were made for discussions with the AAAA to obtain its approval as to method and presentation format. Therefore, a formal submission was made following personal calls by the NAB Directors of

Broadcast Advertising and Research upon AAAA officials in New York.

The decisions of the AAAA were transmitted to NAB in a letter dated October 1, 1943. The letter is as follows:

"We had a meeting of our Research Committee and Time Buyers Sub-committee on September 30 to consider the standard method of determining station coverage areas proposed by NAB.

"Everyone was much in favor of the idea of a standard method but members of the two committees felt that AAAA approval of any method could not be given unless it provides an impartial authority to supervise the conditions under which data are gathered and to audit results.

"Without such supervision and audit, our Committees felt that too many variables are involved in any coverage method to warrant comparisons being made between the listening areas of different stations. With the existence of such variables standardization is not obtained even though what is supposed to be the same method has been used by each station.

"In the opinion of our Committees there is a real need for setting up an audit organization in the radio field for determining coverage along the lines of audit organizations existing in other media. Our Committee would be glad to discuss this matter further with NAB.

"There are several aspects of your proposed method of determining station coverage which our Committees question. Members of the Committees recognize that signal strength areas are useful to stations in determining where their signals are delivered but consider that signal strength areas do not necessarily coincide with actual listening, and hence are not very helpful to agencies.

"Insofar as audience mail is concerned, our Committees feel that differences in conditions under which offers are made and lack of control over the sample inject variables which defeat the purposes of a standard method. In addition, there is some question in the minds of our Committee members as to how listening areas derived from audience mail analysis compare with areas determined by personal interview or mail questionnaire.

"There is considerable favorable sentiment within our Committees for the coverage method employed by the Columbia Broadcasting System. CBS, as you know, formerly used audience mail in measuring coverage but gave this method up some years ago in favor of their present method involving use of mail questionnaires.

"Our people fully appreciate that the method you propose is offered only as a beginning in the development of standardization of station coverage. Our Committees feel that AAAA approval cannot be given on your proposed method when others exist which may be more desirable, and when there is so great a need for establishment of a radio audit body. Use of the AAAA 'Stamp of Approval,' as you put it, might well freeze further developments which are so vitally needed in the opinion of our Committees. In addition, such approval might encourage greater acceptance of results obtained by the method than is warranted because of the variables involved.

"We will be glad to pursue this subject further with you and the members of your Research Committee."

Following receipt of the above letter, the Research Committee chairman, Mr. J. Harold Ryan, decided that some further consultation with the AAAA was desirable and the Director of Research called upon Mr. Fred Gamble, then Managing Director of the AAAA. Agreement was reached to hold a small group meeting of representatives of both associations to reopen the entire subject.

Such a meeting was held January 20, 1944 with Abbott Spencer, Chairman of the AAAA Radio Committee; Carlos Franco, Chairman of the AAAA Time Buyers Committee; L. D. H. Weld, Chairman of the AAAA Research Committee; Robert C. Jackson, AAAA Assistant Secretary; and Fred Gamble, representing the AAAA. The NAB representation was J. Harold Ryan; Dietrich Dirks, Chairman of the Sales Managers Executive Committee; Lew Avery, Director of Broadcast Advertising; and Paul Peter, Director of Research.

The meeting was an excellent one in that all parties participated in the discussions and by the time the meeting closed each person had a pretty thoroughgoing understanding of the thoughts and ideas of the others in attendance. No interest in the NAB Recommendation utilizing signal strength and audience mail analysis could be revived. The reasons given were essentially those set forth in the AAAA letter of October 1. It was generally agreed that some physical measurement of coverage should be made. However, it was apparent that the agency view would place little significance in such a measurement and would not favor it if no other coverage measurement were offered. The thought was that physical coverage would be acceptable if paired with a measurement of "people listening to stations." The pattern for the last mentioned measurement uppermost in the minds of the agency people present was the method employed by CBS.

The meeting ended with the agreement that all parties would ponder the subject further and that each would report back to his Committee and organization to obtain directions as to how the objective of standard station coverage measurement can be progressed.

In February, J. Harold Ryan, then President Elect of NAB, and Paul Peter attended the annual conference of the Canadian Association of Broadcasters and witnessed the adoption of the standard coverage plan by the Canadian broadcasters and the creation of the Bureau of Broadcast Measurement. The entire project was developed in 3-way participation between the Canadian Association of Broadcasters, Canadian Association of Advertising Agencies and Association of Canadian Advertisers.

A meeting of the Research Committee was called for April 4-5, 1944 in Cincinnati, Ohio. The Committee adopted the following resolution:

"That the NAB Research Committee appoint a Technical Sub-committee to examine all information available on coverage methods and report to the Research Committee a recommended method with authenticating data and definitions of the measurements involved. This report as approved by the full Research Committee to be presented to a joint meeting of Board of Directors' Committee (to be appointed by Mr. Ryan), the Sales Managers Executive Committee and the Research Committee."

Pursuant to this resolution, the Research Committee chairman appointed Roger W. Clipp chairman of the sub-committee with Messrs. Churchill, Evans, Greene, Rumble, and Stanton, to serve on the committee with Paul Peter as secretary. Provision was made also to ask MBS to appoint a representative to sit with the committee. Sidney Fishman of MBS was the guest of the committee in all of its deliberations until he resigned from MBS July 15. Mr. Richard Puff has represented Mutual since that time.

Mr. Ryan appointed a board committee to consider the subject consisting of Frank King, Chairman, Hugh Half, Barney Lavin and Harry Spence. Mr. Lavin's enlistment in the Marine Corps left a vacancy which was filled by Leslie Johnson.

The Technical Sub-committee held a series of four meetings. It examined all coverage methods available from published sources and existing files. It also examined the

proposals made by research organizations, engineering firms and others which were submitted as a result of an appeal for suggestions through the trade press.

The meetings of the Technical Sub-committee were held in New York, April 27, May 26, June 8, and June 30. The members of the committee on individual assignments were called upon to perform a considerable amount of work to prepare for each meeting. A sizable task was accomplished in a remarkably short time.

A return conference meeting with the AAAA was held July 31, 1944. Those representing the AAAA were: Abbott Spencer, Chairman of the AAAA Radio Committee; Carlos Franco, Chairman of the AAAA Time Buyers Committee; D. E. Robinson, of the AAAA Research Committee; Linnea Nelson, of the Time Buyers Committee; Robert Jackson, AAAA Assistant Secretary; and, Fred Gamble, President. NAB was represented by Hugh Feltis and Roger Clipp of the Research Committee, Dietrich Dirks, Chairman of the Sales Managers Executive Committee, with Harold Ryan, Lew Avery and Paul Peter of NAB. At this meeting a Progress Report of the Technical Sub-committee was presented. The conference group discussed the proposal in its preliminary form and the AAAA expressed its full approval and desire to get into the operating phase as quickly as possible.

The Research Committee met August 1 at the Waldorf-Astoria Hotel in New York to receive the Progress Report of the Technical Sub-committee. This report was received and approved by the Research Committee.

On August 2, the Research Committee met with the Sales Managers Executive Committee and the Board Committee and presented the report for their approval. The Progress Report was completely discussed by this joint session and approved. This group ordered that final report be drafted and a presentation made, preferably in slide film format.

On August 25, a Presentation Sub-committee of the NAB will meet with the AAAA in New York. It is hoped that the AAAA will have its full Radio, Time Buyers, and Research Committees present for this presentation. Possibly other AAAA groups will be included.

On August 28, the Research Committee will meet at the War Conference in Chicago.

Also, on August 28, the NAB Board of Directors will meet and will hear the Research Committee's recommendations.

On Wednesday, August 30, at the morning business session, the recommended coverage method will be presented to the membership for discussion and approval.

AUDIENCE MEASUREMENT

The NAB membership at the War Conference held at Chicago, April 27-29, 1943, passed the following resolution:

"RESOLVED: That the President appoint a committee of the Association to study and report to the Board of Directors with respect to the establishment of an NAB Bureau of Audience Measurement."

To fulfill this resolution, the NAB President appointed the following committee:

Hugh Feltis, Chairman, KFAB, Lincoln, Neb. Clear
William B. Ryan, KFI, Los Angeles, Calif. Clear
George Burbach, KSD, St. Louis, Mo. Regional
J. Harold Ryan, WSPD, Toledo, Ohio. Regional
H. Russ Holt, WOLS, Florence, S. C. Local
Dale Taylor, WENY, Elmira, N. Y. Local
Paul F. Peter, Secretary

The committee met in Chicago, January 27, 1944, and studied the problem. The meeting was attended by all but Mr. William B. Ryan, who was unable to attend due to pressure of business demanding his presence in Los Angeles. All of the committee members attending partici-

pated in an active discussion of the many ramifications of the proposal to establish an NAB Bureau and future possibilities of development which are too numerous to set down in this report.

An important contribution to the work of the committee was contained in a recent statement of Mr. Frederic R. Gamble, Managing Director of the American Association of Advertising Agencies, on the subject of post-war problems of advertising. His views clearly outline the responsibilities and set the keynote for this committee's work. In essence he said:

With the war, the country has had a tremendous expansion in production facilities. At present, industry is involved in producing goods, materials, and services needed in the prosecution of the war. Probably the greatest economic problem the country has ever faced will be the conversion of this expanded production capacity from war-time to peace-time operation. We recognize that the real problem is how to distribute the increased goods, materials, and services in the post-war period. Certainly those in advertising believe that selling, sales promotion and advertising are going to be the principal means of moving the expanded production. . . .

Advertising faces a challenge. If advertising is to meet it then it must do a better job than it has ever done.

How is advertising going to do that?

The sound approach is to examine itself; to know itself better, to discover its abilities and its weaknesses and to produce more exacting information about itself. The advertising media have made a good beginning in research, but there are still a number of areas where there is not sufficient information. In some of these areas techniques are available to develop the information but progress is withheld because of certain restrictions; some based on purely competitive factors. It is my feeling that with the importance of the whole economic question, industry should pitch forward more progressively than ever in the past. If we fail to do so, advertising may fall down on its job and fail to distribute the increased post-war production of goods, materials and services and what will happen—no one knows.

Advertising must meet the challenge, know specifically what it has to sell and thereby give a better understanding to the advertiser of what he buys. In this way advertising will contribute its support toward maintaining a free enterprise economy.

Also, Mr. William A. Fricke, Assistant Secretary of the AAAA's said:

"We had a meeting of our Research Committee and Time Buyers Sub-committee on September 30 to consider the standard method of determining station coverage areas proposed by NAB.

"Everyone was much in favor of the idea of a standard method but members of the two committees felt that AAAA approval of any method could not be given unless it provides an impartial authority to supervise the conditions under which data are gathered and to audit results.

"Without such supervision and audit, our committees felt that too many variables are involved in any coverage method to warrant comparisons being made between the listening areas of different stations. With the existence of such variables standardization is not obtained even though what is supposed to be the same method has been used by each station.

"In the opinion of our committees there is a real need for setting up an audit organization in the radio field for determining coverage along the lines of audit organizations existing in other media. Our committee would be glad to discuss this matter further with NAB."

It is obvious from the comments of Mr. Gamble and Mr. Fricke, the advertising agency view of the research needs in radio and other facts considered call for action at this time.

The committee had a lengthy discussion of the current methods in use for measuring radio audience and projected some of the needs for improving measurement techniques as follows:

1. Extension of audience research beyond telephone homes
2. Extension of audience research beyond city limits
3. Evaluation of the difference in results produced by various methods
 - a. Coincidental telephone surveys
 - b. Telephone recall surveys
 - c. Personal interview roster surveys
 - d. Audimeter surveys

The committee calls the attention of the Board to the necessity for determining the audience research needs of the various classifications of stations and the importance of united support of the industry in approaching the problem.

The committee favors the establishment of a Bureau of Standards for Radio Measurement and feels that the best interests of the broadcast industry will be served, in such an endeavor, with the active participation of advertisers and advertising agencies in cooperation with the NAB.

The following resolution was proposed, duly seconded, and passed unanimously by the committee:

RESOLVED: That the NAB Board of Directors give immediate consideration to the establishment of a Bureau of Standards for Audience Measurement to which may also be added station coverage and related information in keeping with the prevailing practices of other advertising media.

* * *

The NAB Board of Directors received the above report of the special committee in its meeting May 8-10, 1944, and after the subject had been thoroughly discussed resolved to receive the report and thanked the committee for its work accomplished and to refer the proposal to the NAB Research Committee. This decision was reached with recognition of the current deliberation of the Research Committee in the matter of Bureau operation for uniform station coverage. The work of establishing a Bureau of Standards for Audience Measurement will, in all probability, necessitate working with the same group of people representing advertiser and agency organizations.

A Progress Report on the project will be presented at the NAB War Conference by Hugh Feltis, Chairman of the Research Committee.

EXCESS PROFITS TAX

Requests from numerous stations indicated the need for a more detailed analysis of average income of stations than was published in the NAB Tax Bulletin of February 12, 1943. The Research Department undertook the time-consuming task of compiling average figures by class of station and city size for the years 1937 through 1942 by the following breakdown for stations with net sales of \$25,000 or more: Time Sales by Network, Local and National Spot; Total Time Sales; Talent and Misc. Sales; Gross Sales; Commissions; Net Sales; Total Expense; and Broadcast Service Income. This breakdown is not available for stations with net sales of less than \$25,000. However, Net Sales, Total Expense, and Broadcast Service Income have been included for all commercial stations.

This analysis has not been generally released because the FCC has not as yet released the 1938 breakdown. The information for the years 1937 and 1939 through 1942 has been sent to numerous stations upon individual station

requests for any information which would aid them in filing appeals for relief under Section 722. It is expected that the 1938 figures will be released to NAB within the next week. There is no information available for the year 1936.

WAR EFFORT

The NAB Research Department has analyzed and tabulated the monthly War Effort reports received from stations. It has calculated the advertising value of the contributions of radio broadcasting by advertisers and broadcasters to the war effort. The source of the NAB estimates is three-fold. The first phase is based on these monthly reports from broadcast stations listing the war effort broadcasting originated locally by the stations. The second phase of the estimates utilizes the OWI allocations plan for national and regional networks and network and national spot advertisers. The third phase of the estimates involves special reports from the networks giving the amount of time devoted by networks to the war effort. This is in addition to their own and their advertisers contributions under the OWI allocations plan.

The Director of Research has worked closely with the War Advertising Council in releasing figures of radio's part in the war effort.

The War Advertising Council appointed a Media Committee consisting of a representative from Outdoor Advertising, Periodical Publishers Association, National Association of Broadcasters, and the American Newspaper Publishers Association, with an ex-officio member representing the Council, to recommend a formula satisfactory to all media for compiling the expenditure figures on war effort advertising. Mr. J. Harold Ryan represented the NAB. This committee called in the research specialists of each of the media groups and Paul Peter served for NAB. This committee was able to present a specific formula for such compilations, backed unanimously by the representatives of the four major advertising media and the formula has been approved by the War Advertising Council. The committee was convinced that no single rigid procedure could be formulated which would be applicable to all media. Differing media characteristics make essential separate yardsticks which take these peculiarities into account. The section which has particular reference to radio is as follows:

"War theme advertising figures will be furnished by the National Association of Broadcasters on the basis of special reports secured from individual stations, and network and national spot allocation reports prepared by the Office of War Information. NAB's station figures are compiled on a sample basis, and projected nationally. The committee analyzed in detail the nature of radio sustaining time to determine where similarities existed between such time contributed by stations and the editorial content of newspapers and magazines. It was agreed that radio sustaining time devoted to messages that deal with a specific home front campaign, requested by OWI or some other government agency, and furnished to the stations in the form of either scripts or transcriptions, qualify as war advertising contribution of the medium. On the other hand, newscasts, home service programs, dramatic programs with a general war background, and similar features would not qualify as an advertising contribution.

"Radio support of war themes will be computed as follows:

- a) Announcements and programs which originate locally, apply average gross rates.
- b) Network and national spot programs, apply to the overall cost of the program (time and talent) the ratio between the time devoted to a war message

and the commercial copy limitations for individual length programs established by the NAB Code. For example, the Code establishes three minutes of commercial time as the maximum for a half-hour night-time program. If, on such a program, one minute of time is devoted to a war message, the war theme contribution is regarded as one-third of the total cost of the program. If the war message occupies a half-minute, the war theme contribution is one-sixth of the total, etc.

"Inasmuch as OWI is the focal point for network and other allocation programs, the implementation of the latter procedure is dependent on OWI cooperation. The problem has already been discussed with officials of the Radio Bureau and they have approved the procedure in principle. NAB will work out the details with OWI.

"In those instances where a war theme receives thematic treatment on a network program the full cost of the show will be credited as a war advertising contribution. This technique has been used effectively by such performers as Fibber McGee and Mollie, Jack Benny, Fred Allen and others."

The Research Department has also furnished the Treasury Department with estimates of radio's war bond advertising during the War Bond Drives. These estimates have been released in the NAB Reports.

SMALL MARKET STATIONS

At the request of the Small Market Stations Committee, the Research and Engineering departments undertook a study of small market station coverage. 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 5,000 watts power. Under this definition, 379 standard broadcast stations were classified as small market stations.

From the calculated radii furnished by the Director of Engineering, the Research Department plotted the calculated one-half millivolt contour of each of the 379 stations on individual minor civil division State maps, applied population to each minor civil division or part thereof included in the station's coverage, and totaled this population for each state. The detailed figures by states will be incorporated in a presentation to be made during the War Conference.

RADIO MARKET DATA HANDBOOK

The NAB Radio Market Data Handbook, the first such publication issued by the Association, was released in October 1943 after nearly a full year of exhaustive work by the Research Department in calculating and compiling the facts and figures. A complimentary copy of this 261-page handbook was sent to each NAB member. The book is available to others at a printing cost price of \$1.50 per copy.

The primary use of the Radio Market Data Handbook is probably the promotion of the sale of broadcast advertising. However, it is filling a need in all branches of the industry. The factors included are: Population, Retail Trade (Food Group, General Merchandise Group, Apparel Group and Drug Stores), Families, Percent Radio and Radio Families by County (with Urban, Rural Non-farm and Rural Farm sub-totals for each County) and by Cities of 2,500 population or more, for all states and the District of Columbia; the United States totals; and the totals for the 140 Metropolitan Districts. The handbook also includes a chart and statistics on the Growth of Radio from January 1, 1922 through January 1, 1943.

ESTIMATED RADIO FAMILIES—JANUARY 1, 1944

The January 1, 1944 estimate of radio families was prepared by a special committee of the Research Committee consisting of Ed Evans of Station WJZ; John Churchill of CBS; Kenneth Greene of NBC; Barry Rumble of NBC; Frank Stanton of CBS; and Paul Peter, secretary. The details of the estimate are as follows: Radio families (having one or more sets), 32,500,000; Extra sets in homes and sets in places of business, 18,500,000; Auto radios, 9,000,000; Total Radio Receiving Sets, 60,000,000. In compiling the estimate the Committee used figures from manufacturing sources and from a special survey conducted by the Bureau of the Census for the Office of Civilian Requirements of the War Production Board.

ADVISORY COMMITTEE ON GOVERNMENT QUESTIONNAIRES

At the call of the Budget Bureau to industry for counsel, an Advisory Committee on Government Questionnaires was created. Various industries are represented and act as sub-committees. A Broadcast Sub-committee was appointed with the Director of Research acting as secretary. A meeting was held June 8, 1943 in Washington at which time Mr. J. H. Ryan was elected chairman. Various survey requests from Governmental sources have been handled by the committee.

ACCOUNTING

The NAB Accounting Committee of which the Director of Research acts as secretary has had but one meeting since the War Conference of last year. The committee reviewed the FCC Financial and Employee Data form and submitted recommendations for revision to the Broadcast Sub-committee of the Advisory Committee on Government Questionnaires. The committee also discussed the Program and Transmitter Log requirements of the Commission and the forms employed for reporting changes in stock ownership of stations. The NAB Program Log Recommendation which was prepared by the Accounting Committee in 1940 was reviewed and minor revisions necessitated by certain changes in FCC rules and regulations were made. The revised Recommendation was sent to the Broadcast Sub-committee to be included in discussions with the FCC.

MISCELLANEOUS

The Research Department collaborated with the Engineering Department and the FCC in formulating policy on the FCC-NAB Technician Surveys. It also aided in the actual compiling of the list of licensed operators secured from the FCC.

The Department tabulated and cooperated in interpreting results of the Department Store Survey sent out by the Bureau of Broadcast Advertising.

The Research Department has contributed its services in calculating data and presenting charts, etc., on radio tubes and batteries.

The Department has furnished statistics in connection with Labor and Musicians problems. It has published employment statistics including average employment and average salaries by class of station and city size groups and rendered special services to individual stations upon specific requests.

The Department has continued to furnish information to member stations and outside organizations on broadcasting and related subjects.

A complete file on each standard broadcast station is kept up-to-date and such a file is now being installed on FM and Television stations. The tables appearing at the

conclusion of this report are taken from the file on standard broadcast stations.

The Director of Research serves as secretary for the Research and Accounting Committees. The make-up of these committees is as follows:

NAB Accounting Committee:

- H. K. Carpenter, Chairman, WHK—Cleveland
- John B. Conley, WOWO—Fort Wayne
- Charles C. Leonard, WAVE—Louisville
- Jess Swicegood, WKPT—Kingsport
- Lloyd C. Thomas, KGFV—Kearney
- Samuel R. Dean, CBS—New York
- Harry F. McKeon, NBC—New York
- Paul F. Peter, Secretary

NAB Research Committee:

- Hugh Feltis, Chairman, KFAB—Lincoln
- Roger W. Clipp, WFIL—Philadelphia
- Edward F. Evans, WJZ—New York
- G. Bennett Larson, WWDC—Washington
- John C. McCormack, KWKH—Shreveport
- Barry Rumble, NBC—New York
- Frank N. Stanton, CBS—New York
- Jack Williams, WAYX—Waycross
- Paul F. Peter, Secretary

Working Guests of the Research Committee:

- John Churchill, CBS—New York
- Kenneth Greene, NBC—New York
- Richard Puff, MBS—New York

NOTE: Until he became NAB President, J. Harold Ryan was chairman of the Research Committee.

Much has been accomplished during the past year in the research field and plans are being made for increased activities during the coming year.

Respectfully submitted,

PAUL F. PETER,
Director of Research.

August 11, 1944.

STATION ANALYSES

	<i>Stations as of July 1, 1944</i>	<i>NAB Membership August 8, 1944</i>
Clear Channel:		
Unlimited (50kw).....	47	40
Part-time (50kw).....	4	4
Unlimited (5 to 25kw).....	29	22
Part-time (5 to 25kw).....	6	4
Regional Channel:		
Unlimited.....	269	211
Limited and Day.....	41	24
Part-time.....	16	7
Local Channel:		
Unlimited.....	428	260
Day and Part-time.....	26	7
Total Commercial, Operating in		
Continental U. S.....	866	579
Non-commercial.....	32	2
Territorial.....	14	7
Construction Permits.....	12	4
Total Standard Broadcast Stations	924	592
Frequency Modulation.....		4
Total NAB Stations		596
Networks.....		2
Associate Members.....		26
Total Membership in NAB		624

	<i>Operating Commercial Stations Continental U. S.</i>		<i>Non- Commercial Stations</i>		<i>Territorial Stations</i>		<i>Construction Permit Stations</i>		<i>Total Stations</i>	
	<i>Total</i>	<i>NAB</i>	<i>Total</i>	<i>NAB</i>	<i>Total</i>	<i>NAB</i>	<i>Total</i>	<i>NAB</i>	<i>Total</i>	<i>NAB</i>
<i>Metropolitan Districts (1940 Census)</i>										
2,500,000 and over.....	70	37	4	0	0	0	0	0	74	37
1,000,000 to 2,500,000.....	49	32	1	0	0	0	0	0	50	32
500,000 to 1,000,000.....	51	38	2	0	0	0	1	1	54	39
250,000 to 500,000.....	100	77	3	1	1	0	0	0	104	78
100,000 to 250,000.....	128	105	2	0	7	4	2	0	139	109
50,000 to 100,000.....	52	45	1	0	1	0	2	1	56	46
<i>City and Town</i>										
25,000 to 50,000.....	120	84	1	0	0	0	0	0	121	84
10,000 to 25,000.....	203	118	9	0	0	0	2	1	214	119
Less than 10,000.....	93	43	9	1	5	3	5	1	112	48
Total Standard Broadcast	866	579	32	2	14	7	12	4	924	592
Frequency Modulation.....										4
Total NAB Stations										596
Networks.....										2
Associate Members.....										26
Total Membership in NAB										624

Public Relations

Under the able chairmanship of Edgar Bill, President of WMBD, the industry's first Public Relations Committee has in the past year and four months developed and placed in operation a complete public relations plan for the National Association of Broadcasters. Members of the Public Relations Committee who have given of their time and thought in generous quantities are:

Craig Lawrence, KSO
Kern Tips, KPRC
John F. Patt, WGAR
Lawrence W. McDowell, KFOX
Leslie W. Joy, KYW
Edgar H. Twamley, WBEN
Frank M. Russell, NBC
Frank Stanton, CBS

District Public Relations Chairmen, seventeen in number, have taken extraordinary interest in the problem and many of them have travelled to executive Committee meetings at their own expense in order to sit in on the long range planning for the industry.

Acting on the plan's first principle, that the burden of public relations for the broadcasting industry rests on station management, approximately four hundred station managers have thus far placed themselves on record with the Committee in the assumption of this responsibility and declared their willingness to cooperate.

Their sincerity and the loyal energy of hard working men and women in station promotion jobs throughout the industry soon will result in the publication of an inspiring book entitled "Management in the Public Interest,"—a book which tells radio's public relations story in pictures—real life photos of station operation in the public interest. More than one thousand photographs were sent to NAB by station promotion departments. They had to be found in both old and new files. Many were made expressly for the book. All were selected to illustrate specific phases of station operation described by the Public Relations Committee. Grateful acknowledgment is made of the consideration which was shown this unusual request by the personnel of NAB member stations.

The Committee reports that during the past year, due to the agreement and cooperation of high civil and military authorities in Washington, beginning with the White House, radio was given well earned recognition in the change of "press conferences" to "press-radio" or "news conferences."

Friendly and understanding Army and Navy public relations officers saw fit to discontinue the requirement that "disclaimer" announcements be inserted in commercial programs originating at camps, posts or stations or on which military personnel appeared. Thus the public, having been continuously informed since early in the war, did not have to listen further to the explanation that the "appearance of military personnel does not constitute an endorsement of the products advertised," etc., implied acknowledgment being that radio and its advertisers would not, and did not, seek to establish such endorsement.

Radio's public service on D-Day, June 6, stands apart as the greatest public relations achievement in the history of the medium. In view of the Committee's position that good programming is both the means and the end of good public relations, this demonstration is without parallel.

In no way connected with radio's coverage of the war but in recognition of radio's war service, the same month brought an award from the Chief Signal Officer of the United States to the National Association of Broadcasters,

a Certificate of Appreciation for services rendered the Signal Corps in the recruitment and training of military personnel. The presentation ceremony, in which Brigadier General Jerry V. Matejka delivered the Certificate to Harold Ryan, NAB President, was recorded by NAB and the record distributed free to stations requesting it, these being the majority in the industry whose efforts were responsible for the award.

In addition to the procurement and training of technical personnel, which was a station project, NAB regularly has provided the War Department with information on former station personnel with programming and administrative skill, with the result that many have been transferred for duty in such fields.

Recognition of radio's contribution to the war effort has come in many forms. Secretary Morgenthau scored a "first" when he appeared on a "Treasury Star Parade" program following the Third War Loan and thanked the manager and staff of each station on which the recording was played for their efforts in the sale of War Bonds.

Kate Smith, Ted Collins and a company of featured artists made a fifteen minute recording, "Report on Wartime Radio," which the Columbia Broadcasting System made available as a gift to the industry. The Public Relations Committee of NAB sponsored this recording to all stations desiring pressings and many were broadcast throughout the country.

The NAB Public Relations Department has maintained a continuous flow of information to the public on "Radio in the War," by means of news releases, speeches, pamphlets, recordings, etc.

What is called the "Working Plan of Public Relations for the National Association of Broadcasters" was adopted by the Public Relations Committee, after several months of preparation, in September of 1943. The principles and objectives laid down in the plan have been carried to the broadcasters by the Director of Public Relations through printed material, letters and conferences with District Public Relations Chairmen, appearances at NAB District Meetings and other avenues. Appearances were made before the 5th District and the Florida Broadcasters' Association in the fall of 1943 and before Districts 2, 3, 6, 8, 10, 12, 13, 14 and 16 in the spring of 1944.

The NAB Public Relations Director addressed the Association for Education by Radio, Stephens College, Columbia, Missouri, in conference from November 19 to 21, 1943; the Health Conference of the New York Academy of Medicine, New York City, December 14, 1943; the Radio Council of Greater Cleveland, January 27, 1944, and, as Vice-President of the Advertising Federation of America, presented the A.F.A. Charter to the Women's Advertising Club of Washington, D. C., November 9, 1943—attending the School Broadcast Conference, Chicago, November 28-30, 1943, the Institute for Education by Radio, Columbus, Ohio, in May of 1943 and 1944, and the annual conventions of A.F.A. and A.N.P.A.

The Public Relations Department has issued all news releases, statements, articles and stories of general information as the "NAB News Bureau." This service includes material for speeches by NAB members, information for syndicated features such as "Our Great America," which has an estimated 7,000,000 newspaper circulation, and pamphlets for station and public distribution.

Following the 1943 War Conference, the NAB brochure entitled "Action" was distributed to 2700 Chambers of Commerce and 500 schools and colleges. In recent months the Public Relations Department has participated in writing or revising and distributing the pamphlets, "Working for Radio," "Is Your Hat in the Ring?" and "Does Radio Owe a Doctor Bill?" A report of approximate mailings over the past sixteen months is as follows:

3,123—"ABC of Radio"

- 654—"NAB Code"
- 9,800—"How to Listen to the Radio"
- 1,200—"Is Your Hat in the Ring?"
- 765—"Let's Keep Radio Free"
- 13,000—"What Is Public Interest, Convenience and Necessity as Applied to Radio?"
- 1,370—"Does Radio Owe a Doctor Bill?"
- 420—Symposium of the following:
 - "The Broadcasters' Code" by Earl J. Glade
 - "The Role of the Listener" by Mrs. Arch Trawick
 - "Tuning in on the Home Front" by Miss Mabel G. Flanley
- 3,765—"Working for Radio"
- 3,670—"Tomorrow's Radio Programs"
- 3,000—"What the May 10th Supreme Court Decision Means to American Broadcasting to the American People"
- 1,200—"How to Use Radio in the Classroom"
- 1,500—"Broadcasting to the Youth of America"
- 1,000—"How to Use Radio"
- 3,000—Reprints of Editorial Comment on the Supreme Court Decision of May 10th
- 4,000—"Action"

NAB files contain folders, pamphlets and speeches on approximately 100 variously styled topics.

The report of the Listener Activity Department of NAB, which is a division of the Public Relations Department, will be found elsewhere under that heading.

RADIO NEWS COMMITTEE

For the purpose of giving expert attention to the problems and growing importance of radio news, a Radio News Committee was appointed and met in New York City on September 15-16, 1943; the committee members being:

- Karl Koerper, KMBC, Chairman
- L. Spencer Mitchell, WDAE
- Paul White, CBS
- William Brooks, NBC
- William Dowdell, WLW
- Rex Howell, KFXJ
- Tom Eaton, WTIC

With typical directness, this committee went to the heart of radio's news problem, which was proper training of news personnel. A subcommittee was appointed and authorized to take up the matter with representatives of America's educational institutions. First response came from the National Association of State Universities, which furnished a special committee to meet with the Radio News Sub-Committee, NASU representatives being Dr. I. Keith Tyler, Director of Radio, Ohio State University; Mitchell V. Charnley, Professor of Journalism, University of Minnesota and Wilbur Schramm, Director, School of Journalism, University of Iowa.

Preliminary plans laid by these two committees resulted in the entry of the American Association of Schools and Departments of Journalism into the deliberations, under the leadership of AASDJ President, Fredrick S. Siebert, Director, School of Journalism, University of Illinois. In Chicago on June 23-24, 1944, the combined committees met and outlined a proposed Council on Radio Journalism, a permanent group to formulate standards and install full-time courses in radio journalism in schools and colleges. Siebert was joined at this meeting by AASDJ members, Paul H. Wagner, Department of Journalism, Indiana University; Richard W. Beckman, Department of Technical Journalism, Iowa State College and Frank E. Schooley, Executive Secretary, National Association of Educational Broadcasters and Program Director, Station WILL, University of Illinois.

Under the direction of Richard Beckman, a survey of station newsroom manpower needs was undertaken immediately. Fred S. Siebert accepted the responsibility of preparing the detailed Council plan for presentation to the Radio News Committee, the NAB Board of Directors and the NAB membership in convention at Chicago, August 28-31.

Thus the NAB Radio News Committee, in its few months of existence, has exhibited the ability to treat with fundamentals in the face of temptation to identify itself more prominently with the dramatic role being played by radio news in the present world-wide conflict, a role that the Committee feels is in capable hands, scarce as they may be.

As time permits, it is the intention of the Radio News Committee to take up every angle of news broadcasting and study it to the end.

PROGRAM MANAGERS' EXECUTIVE COMMITTEE

The Program Managers' Executive Committee was appointed and met first in March of 1943. Two meetings have been held since, the personnel now being:

- Harold Fair, WHO, Chairman
- Clarence L. Menser, NBC
- Doug Coulter, CBS
- Ray Shannon, WHAS
- William J. Adams, WHEC
- J. Robert DeHaven, WTCN
- Irvin G. Abeloff, WRVA
- Robert Evans, WSPD

The main objectives of this Committee are maintenance of high program standards, education of program personnel and close cooperation with station management.

The Committee has given constant attention to the problems of wartime programming while pursuing its outline for industry improvement.

On January 11-12, 1944, in New York City, especial attention was given the problem of labor programming, when more than a score of A. F. of L. and C.I.O. representatives met with the Committee and discussed at length the ways and means of presenting labor to the public through the vehicle of radio. Mutually satisfactory conclusions were reached.

At this same meeting a series of articles was outlined for NAB Reports which could be bound into a program manager's handbook. Irvin Abeloff and George Sutherland were appointed as a sub-committee in charge of preparations. With a sufficient number ready, the first articles were printed in a special bulletin accompanying NAB Reports of July 14, the "Foreword," by Harold Fair and "The Program Manager's Obligation to Management and Audience," by Irvin Abeloff. Additional articles scheduled for release are "The NAB Code and Programming," by Edgar L. Bill, President, WMBD, former Code Committee Chairman; "The Program Manager Looks at the Technical Department," by Robert DeHaven, WTCN, and "The Technical Department has a Look at the Program Department," by Reed Snyder, WHO. The full list covers all phases of programming activities and responsibilities, including music, copyrights and understanding of unions.

By undertaking this series of articles, in which programming, its importance and its problems should receive thorough definition, the Program Managers' Executive Committee is displaying its devotion to the principle of "first things first."

NAB CODE COMPLIANCE COMMITTEE

The NAB Code has been under the administration of the following Code Compliance Committee for the past year:

William B. Quarton, WMT, Chairman
Grant F. Ashbacher, WKBZ
William S. Hedges, NBC
Felix Hinkle, WHBC
Herbert Kendrick, WJLS
Eugene O'Fallon, KFEL
Arden X. Pangborn, KEX
Jan Schimek, CBS
Lee B. Wailes, KYW

This period has seen exceptionally few cases requiring interpretation of the provisions of the Code.

On June 16-17, 1943, labor's position under the Code was given thorough study by the Committee and representatives of the American Civil Liberties Union. A clear and satisfactory conclusion was reached and outlined in NAB Reports of June 25, 1943.

Since that time, no problem of significance has been presented to the Committee, activity having been limited to occasional interpretations for the benefit of station managers.

Recently the Political Action Committee of the C.I.O. issued and distributed widely a "Radio Handbook." This book contains a strong denunciation of the NAB Code. The challenge was met by a statement from President Harold Ryan which appeared in NAB Reports of August 4, 1944. At its August 28th Conference meeting the Code Committee will give the matter further consideration.

It is believed that the function of the Code as an advisory instrument has been clearly established, which a broadcaster may use at his discretion in determining his type of management under his license.

WILLARD D. EGOLF,
Director of Public Relations.

Listener Activity

Measurement of accomplishment in public relations is always difficult, but if a great increase in prestige, activity, correspondence, public appearance and consultant services spells progress, the Listener Activity Department can so report. The work is carried on under several divisions, as follows:

ASSOCIATION OF WOMEN DIRECTORS

This organization with an accredited membership of 650 women on staffs of NAB stations has completed a significant year. Several studies were made concerning the character of local women's service programs and of the releases received from commercial organizations. A letter from President Ryan with a statement from the Sales Managers' Committee reached each member. AWD held a successful session at the Ohio Institute with well-known speakers as well as conducted its annual meeting where the constitution and by-laws were adopted. Regional conferences have been held. Quarterly issues of the Beam were edited and released. Several AWD committees function regularly. A Rural Committee has been set up to cooperate with the Department of Agriculture, government agencies, and the Association of Farm Directors. An Advisory Stephens College Committee has been established to aid in the new course being inaugurated to train women directors and broadcasters. The outstanding event of the year was the editorial campaign on the "American Home" which was conducted during the spring months with the cooperation of 25 national women's organizations representing over 20,000,000 persons. These groups sent three specially prepared spot announcements to each AWD

member. The campaign opened with a brilliant luncheon and NBC network show in February. It closed with a Blue Network program in July. Considerable newspaper publicity and much approbation from national leaders attended the effort. Another campaign is contemplated for next year.

RADIO COUNCILS

The development of Radio Councils continues both through new organizations and the strengthening of and expansion of older ones. Thirty Radio Councils in key cities, with a combined potential membership of over 2,000,000 have gone on record for the American System of Broadcasting and are aiding local stations through program promotion, distribution of material on radio, evaluation, radio education, survey, children's programs, free time requests, etc. Increased prestige in personnel and projects characterize the year's activities. Matters pertaining to Radio Councils are checked with the NAB Public Relations Committee. A panel discussion on Radio Councils and community radio projects was scheduled at the NAB 1944 War Conference.

CHILDREN'S PROGRAMS

NAB maintains the largest file of children's programs in the world. This source material is constantly used by broadcasters, lay groups, newspapers and magazines. Many invitations to speak on the subject are received. A session on Children's Programs will be conducted at the Stephens College Radio Conference, November 1944. A brochure, giving a resume of various types of children's programs adaptable to local station production, is in process. Contact is maintained with organizations such as the American Library Association, Children's Bureau, Junior League, Parent-Teacher, etc. At the request of the Children's Bureau, Department of Labor and with the cooperation of NAB station managers, a survey was made of radio's efforts, national and local, in the reduction of juvenile delinquency. A full report will be available to the industry, together with suggested scripts for local use.

NATIONAL ORGANIZATIONS

Close contact is maintained with most national organizations on the local, state and national levels. Our services include cooperation in planning yearly objectives and representation of radio on convention agendas, as consultant on radio problems, in distribution of radio material, in guiding use of radio time and educating in proper listening habits and program evaluation. Since there are almost 70,000 radio chairmen elected frequently, this process of guidance is of strategic importance to broadcasters. Great strides have been made recently through the cooperation of 25 national women's groups with the AWD of NAB in the American Home Campaign. Each went on record for radio. Several national organizations passed resolutions endorsing the "freedom of the air" industry issue. Mrs. Lewis, representing NAB, was invited to a White House conference called by four major women's groups and Mrs. Roosevelt, on women's role in postwar. Radio was the only industry present.

A "Handbook for Radio Chairmen" is off the press for stations to distribute to persons seeking free time or information on radio. Many thousands of copies will be sent to radio chairmen from coast to coast.

RADIO EDUCATION

Through personal contacts with radio educators and visits made to radio education centers, reasonably accurate information is available at NAB headquarters. Attendance and/or participation at Radio Education Conferences

and Workshops is maintained. Cooperation with the FREC and the Association for Education by Radio is also continued. Valuable progress, notably in New Jersey and Iowa, has been made through the leadership of Radio Councils.

Tours

During the year, Mrs. Lewis has addressed about 30,000 persons at conferences, conventions, club meetings, colleges and schools, as well as broadcast over major stations. She has travelled over 20,000 miles reaching major cities from coast to coast.

Material

Through the Listener Activity Department over 250,000 copies of radio brochures and information material have been released to leaders throughout the country.

Speakers

Lists of speakers on radio subjects are also available to the public or the industry.

Acting as liaison between public and industry, the history of this department holds an enviable record for harmonious relationship. Its future objectives are concerned with an educational program for the public on the principles of the American System of Broadcasting, with emphasis on the responsibilities of listeners in its democratic process. Increased service will be available to stations, organizations and individuals in national and community radio projects, and in the use of radio to the public interest. Continued effort will be made to bring added prestige to the industry.

MRS. DOROTHY LEWIS,
Coordinator of Listener Activity.

Engineering

Those charged with responsibility for the technical operation of broadcast stations have, to a large extent, now established stable operating conditions. In other words, wartime operation has now become what we might call the normal practice instead of the new and untried. Problems of equipment maintenance and the training of replacement personnel have been met with little, if any, deterioration in service to the American public.

Until recently, the work of the Engineering Department has consisted almost entirely of assistance to the industry and to individual stations in adjusting technical operations to a wartime basis. This assistance can be broadly divided into problems of manpower, materials and cooperation with government agencies.

EXECUTIVE ENGINEERING COMMITTEE

Since the 1943 War Conference, there have been two meetings of the NAB Executive Engineering Committee. The Director of Engineering frequently consults with members of the Executive Engineering Committee for advice and counsel on technical matters of broad importance to the industry. Members of the Executive Engineering Committee are furnished with copies of all RTPB reports in order that the NAB vote on these reports may reflect the majority opinion of the Committee. The membership of the Executive Engineering Committee is as follows:

John V. L. Hogan, Chairman, WQXR
Franklin M. Doolittle, WDRC
G. Porter Houston, WCBM

William B. Lodge, CBS
O. B. Hanson, NBC
Howard S. Frazier, NAB, ex-officio

TECHNICAL MANPOWER

Through the NAB Technician Pool, this department has recruited more than 700 licensed technicians who expressed their desire to secure a position with a broadcast station and filed a formal application with NAB setting forth their qualifications and other information desired by employers. A substantial portion of this number has already been placed with broadcasters. It is impossible to determine the exact number of new technicians brought to the industry as many stations and applicants failed to report their employment to NAB.

A survey of licensed radiotelephone operators, to determine those available for placement with stations, has been conducted jointly by the Federal Communications Commission and NAB. NAB cooperated by furnishing the needed personnel to address the postal card questionnaire and also distributed the names of operators who reported a desire to obtain employment.

The Executive Engineering Committee meeting in Chicago during the 1943 NAB War Conference approved an experimental program for the training of women as studio operators. The Board of Directors appropriated the necessary funds for this project and the recruiting of students was carried out in the New York City area where training facilities were available and the general labor situation was less critical than in other populous centers. The four national networks cooperated in the training program by supplying experienced lecturers and studio control facilities for practice use. RCA Institutes of New York coordinated the training activity and furnished an instructor who was present with the class at all times. Thirteen women were selected from more than 1,000 original applicants. Twelve of these women were graduated from the class after a part-time instruction period of twelve weeks. Nearly all are now employed by broadcast stations. At the time the original experimental class was graduated, the manpower situation had eased somewhat and it has therefore not been considered advisable to train additional women through this cooperative industry program. The training course and the methods of instruction have been made available to many stations upon request, and it is believed this training has resulted in the placing of many competent women operators with stations.

In recent months the military, through the Selective Service System, has concentrated on the induction of younger men. This fact together with regulations of the War Manpower Commission has tended to stabilize technical employment in the industry.

MATERIALS

Due to the adoption by the industry of conservation measures, the work of the Radio and Radar Division of WPB, the repairing of power tubes and the exchange of surplus items between stations through the SWAP Bulletin, we can say that no station has been off the air, longer than a brief period, because of the lack of replacement tubes and parts. At the present time, we expect replacement tubes, parts and equipment to gradually become available in greater quantities. It is also anticipated that within the next few months many items of capital equipment, such as turntables, microphones, recorders, etc., will again become available to those stations which have equipment needing replacement.

RADIO TECHNICAL PLANNING BOARD

Broadcasting has always been an industry of growth, expansion and technical improvement. What is more

natural then, at this time, when wartime operating conditions have stabilized, than to turn our thoughts to the future? NAB took an active part in the formation of the Radio Technical Planning Board and was one of the original contributing sponsors. The Director of Engineering is the NAB representative on the Radio Technical Planning Board and the Administrative Committee of the Board. He is also a member of each of the thirteen panels of RTPB and chairman of Panel 4 on Standard Broadcasting.

The work of the Radio Technical Planning Board is well under way and already the panels on Television and FM have submitted reports outlining the technical standards recommended for these broadcast services in the post-war period. Panel 4 on Standard Broadcasting has completed work on many of the agenda items, and a preliminary report from this group can be expected early in the fall of 1944. It is anticipated that Panel 4 will recommend the extension of the standard broadcast band from 550 to 530 kc. This proposal, if adopted, would make available to the broadcast industry two additional channels ideally suited for rural coverage.

ALLOCATION PROBLEMS

Post-war allocation of radio frequencies to the various services using the spectrum is a complex problem of the utmost importance to government and commercial organizations engaged in radio communications. The Inter-Departmental Radio Advisory Committee is the group that evaluates the requirements of government and commercial interests for spectrum space. This committee recommends frequencies to be assigned for governmental use and certain bands of frequencies for assignment by the Federal Communications Commission to non-government organizations. The Department of State is the agency responsible for American participation in international radio conferences held for the purpose of determining the international aspects of allocation and operating practices.

The radio industry through the Radio Technical Planning Board and its various panels is now attempting to determine the allocations required for non-government use and effect compromise where conflicting claims originate within industry from the various radio services.

Thus the allocation problem is one requiring the closest cooperation between government and industry. There is now every indication that the Federal Communications Commission, Department of State, the Inter-Departmental Radio Advisory Committee and the Radio Technical Planning Board will cooperate for the common purpose of securing the best possible post-war allocation of radio frequencies. It has long been obvious that this allocation cannot possibly make available to the various services all of the frequencies that will be requested. Already the demand for frequencies below 400 megacycles far exceeds the space available in this portion of the spectrum. The best that can be hoped for is an allocation which will provide frequencies for the minimum requirements of each radio service.

Within the Radio Technical Planning Board there are already conflicting claims for that portion of the spectrum between 50 and 60 megacycles. The number one television channel is now in this region together with an amateur band between 56 and 60 megacycles. The FM broadcasters have also requested nearly all of this portion of the spectrum. The Allocation Panel of the Radio Technical Planning Board is now attempting to effect compromise between these services.

Standard broadcasters are assigned three bands of supplementary frequencies, the lowest beginning at 1606 kilocycles and the highest ending at 161.925 megacycles. Already other services, both government and commercial, are requesting these frequencies. Broadcasters are there-

fore faced with the problem of substantiating their claims for frequencies in this portion of the spectrum needed for relay-pickup and other supplementary purposes. The Engineering Department is keeping in close touch with allocation developments as this work promises to be of major importance during the period of post-war readjustment we are now approaching. NAB is now surveying the present use and future need for these frequencies.

A WORD OF CAUTION

During the years, just before this nation entered the war, two new methods of broadcasting, Television and Frequency Modulation, were introduced in this country.

With the entry of this nation into the war commercial expansion in these new fields came to a standstill. However, with the closing of laboratory doors behind a veil of military secrecy technical developments of far-reaching importance have been made.

While nothing of a factual nature regarding these developments is available at this time it seems certain that they are likely to effect major changes on the future of the broadcast industry.

It would therefore seem to be a prudent course for broadcasters to withhold extensive plant expansion until more conclusive technical information is available.

Respectfully submitted,

HOWARD S. FRAZIER,
Director of Engineering.

Promotion and Circulation

America's listening audience is located in 33,716,000 radio homes, a new high mark in radio history.

The new figure was determined in April, 1944, through field research by the Bureau of the Census for the Office of Civilian Requirements, War Production Board.

On the average there are 1.4 radio sets located in each home—a total of 46,300,000. In addition there are 9,000,000 automobile receivers and 4,700,000 other sets in places of business, institutions of various kinds, hotels, etc.

Daily instantaneous mass communication by radio is thus provided to 90 per cent of U. S. families; 128,000,000 people have direct access to listening in their own homes to the programs of one or more stations. Population without receiving sets, however, is not excluded from radio listening since such individuals hear in their friends' homes, in stores, riding in car pools, etc.

Though radio set manufacture was discontinued in April, 1942, listeners experienced no serious inconvenience through inability to purchase new receivers. In confirmation is the fact that sets for 3,000,000 new radio homes, created since the 1942 manufacturing freeze order, came largely from dealers' stocks and from multi-radio homes.

During the wartime period radio tubes have been in insufficient supply to keep all primary and secondary sets in operation. But at no time did the shortage materially reduce the number of operating sets.

Indeed, the same survey which revealed the 33,716,000 radio families indicated that the ravages of wartime conditions had rendered only 15 per cent of radio sets temporarily out of order, awaiting tubes or other repairs. A large percentage of these were in homes having more than one set.

Due to restricted civilian supply, radio tube black market operations developed in many sections of the country. Currently these are being dealt a heavy blow by increased shipments. It now seems reasonable to expect that 18,000,-

000 to 20,000,000 tubes will be made available for home radios in the six months' period, July to December.

It is likely that all black market tube operations will disappear entirely early in 1945, if not before. Even now a number of large legitimate merchants have been solicited by black market operators to take over their entire tube stocks, at list, less 40 per cent.

Tube threat to radio circulation no longer exists. Moreover, manufacturers are poised to begin set production as soon as WPB thaws the freeze order. The quality of sets in all price ranges is expected to show improvement over pre-war models. Many sets retailing from \$60 and \$65 up will cover the standard, FM and one or more shortwave bands. It is also reported that many manufacturers will have at least one "super-radio" model in their line capable of passing 8,000 cycles on the AM band.

Because of the nature of work done by this department, relations must be maintained with many government departments and agencies in addition to those concerned with the maintenance of broadcasting and receiving. These seek the support, participation or understanding on the part of the public. Several contrasting examples are included herein. Conferences with such agencies and departments, at the planning stage, produce most satisfactory results and, likewise, smoother station operation.

CERTIFICATE OF APPRECIATION

In July of this year, the Chief Signal Officer of the Army of the United States awarded NAB a "Certificate of Appreciation" in recognition of loyal and patriotic services rendered the Signal Corps by broadcast stations in recruitment and training of military personnel.

More specifically, this award was official acknowledgment of the benefits accruing directly to the Army for the recruiting and training of candidates for the Signal Corps, begun in June, 1941, and continuing through 1942. Students were numbered in the tens of thousands and classes were held in forty-six states. Official presentation was made by Brigadier General Jerry V. Matejka, Chief, Personnel and Training Service, Office of the Chief Signal Officer, on behalf of the Chief Signal Officer, Major General H. C. Ingles. General Matejka said, in part:

"Both the National Association of Broadcasters and the Chief Signal Officer have honored me highly in permitting me to give you this certificate.

"It is only a piece of paper, but it is given just as a decoration is bestowed by a grateful nation on a heroic soldier on the battlefield. It is the Chief Signal Officer's hope that you will accept it in that spirit.

"The Signal Corps has been given big jobs to do, and one of the biggest has been to obtain and train the hundreds of thousands of men and women needed to transmit messages, operate switchboards, give warnings of air attacks, design, furnish and maintain equipment, and to produce and distribute photographs and movies of the war.

"When the going was toughest, the National Association of Broadcasters took the lead in helping us in the Signal Corps to get the personnel we needed.

"Time is precious in war, and you gave us the time of your people and much time on the air."

In receiving the scroll, on behalf of the hundreds of radio stations throughout America which cooperated with NAB War Committee, President Harold Ryan said, in part:

"When the needs of actual warfare expanded the demands, the stations responded with every facility at their command. Broadcasts, state meetings of educational institutions, letters and personal calls were used to obtain applicants for courses in radio instruction. Classes were held in radio station studios, school and college classrooms and even empty store rooms, with

radio engineers giving liberally of their time as organizers and instructors. The National Association of Broadcasters prepared two courses on the Fundamentals of Radio, each with a series of practical experiments. Recruits by the thousands were prepared for active army duty with the Signal Corps.

"The radio stations gave much more than time on the air. The knowledge and time of station employees were dedicated in large measure to this undertaking. Thus it characterizes the devotion of broadcasters everywhere to the prosecution of the war, whether it be in recruiting military personnel or in the many services which broadcasting renders as a medium of communication with the people."

WAR LOANS

Broadcasting continues its usual superlative support of the nation's recurring war loans. Regarding its assistance during the period of the 5th War Loan, Henry Morgenthau, Jr., The Secretary of the Treasury, wrote, on August 2, to President Harold Ryan:

"In your capacity as the representative of the radio industry, please accept the sincere thanks of The Treasury Department and the people of America for the time and talent placed at our disposal in the 5th War Loan by the four networks and the 912 radio stations throughout the country.

"Radio's contribution in terms of money has been most outstanding, but radio's contribution in terms of our success and the country's welfare is beyond appraisal. Without it we could not have raised the tremendous sum necessary to pursue the war."

The dollar value of the contribution of radio and its advertisers to the 5th War Loan was a minimum of \$11,000,000, according to NAB Research Department.

Conferences have already been held with Robert J. Smith, Chief of Radio, War Finance Division, regarding the 6th War Loan tentatively set for this autumn.

The format for the 4th and 5th War Loans was set after a station poll to which approximately 700 stations responded. Recommendations for local sponsorship of Treasury transcriptions was made to Treasury on November 11, 1943, with acceptance of the suggestion a few days later.

FEDERAL RADIO EDUCATION COMMITTEE

Dr. John W. Studebaker, Commissioner, U. S. Office of Education, appointed a committee, early in January, to explore the possibility of establishing minimum requirements in vocational and teacher training courses in radio at the college level. Initial meeting was held at NAB headquarters, followed by several more in Columbus. By submitting findings to a large cross section of representative educators and industry representatives at each successive stage, the work is more than well under way.

Besides the Director, committee members are: Kenneth Bartlett, Syracuse University, Chairman; Lloyd E. Blauch, U. S. Office of Education; Lyman Bryson, Columbia Broadcasting System; Elizabeth Goudy, U. S. Office of Education; Miller McClintock, Mutual Broadcasting System; H. B. Summers, The Blue Network; Judith C. Waller, National Broadcasting Company. Gertrude G. Broderick, Federal Radio Education Committee, is Secretary.

COMMITTEE ON RADIO EQUIPMENT FOR SCHOOLS AND COLLEGE USE

The present intense interest in radio, on the part of public schools and colleges, crystallized about the time of WPB's equipment freeze. For that reason it was believed at the U. S. Office of Education that this was an appropriate time to call a conference of manufacturers, edu-

cators and broadcasters who have had considerable experience in this field. Accordingly, a two-day session was held in Cleveland on June 26-27. Aim was first to determine equipment standards for the benefit of all having to do with selection and purchase.

Recommendations of the committee are in process of execution. Ultimate success will depend, in part, upon the action of interested members of the Radio Manufacturers Association and the dispatch with which school boards and teachers appreciate that radio is a tool in the educational process and not a substitute for the teacher. The Director is a member of the sub-committee on "Securing Acceptance for Recommended Standards by Manufacturers and Educators."

"FOOD FOR ALL"

As part of its wartime activity, the American Red Cross is vigorously promoting better health through better and proper meals. NAB began cooperating with the Red Cross in this campaign in 1943 at the initial stage. To July 27, 1944, the nine 15-minute transcriptions in the "Food for All" series had been played on 80 stations, were currently being broadcast on 20 more and were booked firm on 40 others.

The local Red Cross promotion and publicity campaign back of this transcribed series has increased the normal listening expectancy. The program has received the aggressive support of the local food industry in most markets in which transcriptions have been broadcast to date. In August, a two-color, four-page brochure, headed, "140 Say Yes," was mailed to all stations on behalf of this campaign.

THE FUTURE

To all thinking broadcasters it is evident that a new set of problems requiring their intelligent leadership and cooperation face the nation on V-Day. Indeed, these problems will undoubtedly be more complicated than those of wartime.

How well industry responds to the new situation will largely measure individual success. And to meet their obligations stations must of necessity earn the income which will enable them to serve their community and country. For this reason alone it is vital that all departments of each station be maintained at a high level of efficiency.

Respectfully submitted,
ARTHUR STRINGER,
Director.

UNITY AT WAR CONFERENCE

CHICAGO MEETING MAKES HISTORY IN HARMONY

Expressing great satisfaction with accomplishments of the NAB Executives War Conference, August 29-31, Chicago, NAB President Harold Ryan issued the following statement upon return to Washington:

"The Twenty-second Annual Meeting of the National Association of Broadcasters was a working conference. Although sufficient time was given for the social side, the main work at hand were the meetings of the committees and the conference sessions.

The sessions were packed with almost every subject of immediate or post-war significance to broadcasters and the delegates exhibited the greatest interest in all of them. Our luncheon speakers gave us an insight into three of the most important phases of development after the war.

There was a spirit of understanding and harmony abroad that made this meeting stand out and was largely responsible for the success of the undertaking. The Association is very grateful to all of its members for their contribution in making the Twenty-second Meeting an outstanding occasion."

A complete transcript of the proceedings will be available for reference purposes.

Pamphlets will be issued containing various speeches and reports of industry significance.

The NAB News Bureau has a limited supply of the same material in mimeograph form, for answering immediate requests. Items wanted should be clearly specified by title of speech and name of speaker.

In view of these plans and the excellent coverage given the Conference by the radio trade press, no summary of the meeting will appear in NAB Reports.

NAB PUTS INDUSTRY BEHIND NATIONAL WAR FUND CAMPAIGN

Accompanied by a personal message from J. Harold Ryan, president, National Association of Broadcasters, urging support, a copy of the radio kit to be used in the forthcoming campaign of the National War Fund has been mailed by the NAB to all broadcast stations. The Radio Section of OWI has designated the Sept. 25-Nov. 1 period for War Fund radio allocations, nationally, regionally and locally.

The National War Fund finances the USO, War Prisoners' Aid, United Seamen's Service and nineteen war related agencies serving our Allies, such as British War Relief, Russian War Relief, American Philippine Relief. The money for the National War Fund is raised through local community chests or war chests during their home front appeals.

"Popularity of the Radio Kit should be tremendous", said Mr. Ryan, "since it answers every radio need for

short station breaks, live spots, and more lengthy human interest material on all the National War Fund services. It is so easy to use, that I feel sure the material will facilitate the radio industry's interest in and promotion of such exceptionally humane services as are supported by the National War Fund and its affiliated community war funds."

Arranged as a file, the colorful folder contains five subdivisions including one on organization for the best promotion locally through a radio committee. A series of transcribed programs is also available to stations. The kit contains directions for securing them.

RADIO COMMITTEE

Besides Mr. Ryan the Radio Committee is composed of:

Harold Hough, WBAP Fort Worth	Clair R. McCollough, WGAL Lancaster
L. B. Wilson, WCKY Cincinnati	Col. Harry C. Wilder, WSYR Syracuse
Leo J. Fitzpatrick, WJR Detroit	Walter Evans, Westinghouse Radio Stations, Philadelphia
Gardner Cowles, Jr., KRNT Des Moines	Miller McClintock, Mutual Broadcasting System, New York
George M. Burbach, KSD St. Louis	Paul W. Kesten, Columbia Broadcasting System, New York
Paul W. Morency, WTIC Hartford	Niles Trammell, National Broadcasting Co., New York
Leonard Kapner, WCAE Pittsburgh	Mark Woods, The Blue Network, New York
Frank King, WMBR Jacksonville	Major E. M. Stoer, Hearst Radio, Inc., New York
Ralph R. Brunton, KQW San Francisco	
Arden X. Pangborn, KEX Portland, Ore.	
Hugh B. Terry, KLZ Denver	
J. Leonard Reinsch, WSB Atlanta	

FCC CLARIFIES SCOPE OF ALLOCATION HEARINGS

Following is a public notice issued by the Federal Communications Commission August 25:

In the Matter of:

Allocation of Frequencies to the Various Classes of Non-governmental Services in the Radio Spectrum from 10 kilocycles to 30,000,000 kilocycles] DOCKET NO. 6651

Attention is called to the fact that the hearing which the Commission has ordered in the above matter is concerned with the allocation of "bands of frequencies to the various classes of stations." This means that such questions as the assignment of a particular frequency to a particular station; where a particular station should be located; how

(Continued on page 328)



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*.

FCC CLARIFIES SCOPE OF ALLOCATION HEARINGS

(Continued from page 327)

many or what frequencies in the standard broadcast band shall be assigned for clear channel, regional or local operation; etc., are not in issue in the hearing, and the Commission will not receive evidence concerning such questions.

PROGRAM MANAGERS COMMEND RADIO BRANCH OF OWI

Stating that the Radio Branch of the Office of War Information has shown an exceptional understanding of radio's problems and through its efficiency has effected a smooth operation between the radio industry and various government agencies, the Program Managers' Executive Committee of NAB, in a release from the Chicago War Conference, commended the Office of War Information for its excellent cooperation and management.

CODE COMMITTEE PLANS MEETING LAST WEEK IN SEPTEMBER

At the close of its session at the NAB Executives War Conference in Chicago, August 28, the NAB Code Committee voted to convene again within thirty days. Plans are being made for a meeting in New York City last week in September, William Quarton, WMT, Committee Chairman announces.

Richard Frankenstein, President of the United Automobile Workers, CIO, has been invited to address the Committee at this meeting.

PUBLIC RELATIONS COMMITTEE URGES STATIONS TO GET OUT THE VOTE

In a special release from Chicago at the close of the NAB Executives War Conference, the industry Public Relations Committee urged stations to "get out the vote" in coming elections as a public service.

Pointing to the fact that the number of votes cast in the Harding-Cox election of 1920, 26,705,346, when radio was first introduced, had increased to 59,808,211 in the Roosevelt-Willkie election of 1940, with a radio in almost every home, the Committee defined radio's function in urging citizens to vote as a public responsibility.

"Radio has brought politics much closer to the people," stated Edgar Bill, WMBD, Committee Chairman. "Although the total national vote this year is still a question mark, millions can be sent to the polls by well planned local station activity on a public service basis."

The Committee viewed a 130-page photostatic dummy of the book, "Management in the Public Interest," for which photographs have been collected throughout the industry.

Methods of making better use of sustaining programs for telling radio's story over the radio were discussed.

Mrs. Dorothy Lewis reported that the Handbook for Radio Chairmen, designed to aid chairmen of Radio Committees in clubs throughout the country, would be off the press soon. Advance copies were presented to Committee members. Other activities and plans of the Department of Listener Activity were reported.

Lt. Col. Mortimer Burnside, Camp Crowder, Missouri, was present for a discussion of broadcast activities involving military personnel.

NATIONAL WAR LABOR BOARD REFERS A. F. OF M. REFUSAL TO O. E. S.

The National War Labor Board on August 23 reported to Economic Stabilization Director Fred M. Vinson the failure of the American Federation of Musicians, AFL, to accept the Board's directive order determining a labor dispute between certain electrical transcription and phonograph record companies and the Musicians' Union. Public announcement on August 25 came too late to make NAB REPORTS for that week. The Annual Reports issue followed the next week, further postponing release until the week of September 3.

Companies remaining in the dispute case are the National Broadcasting Company (Radio Recording Division); Columbia Recording Corp., and R. C. A. Victor Division of the Radio Corporation of America. The union has refused to lift its ban on members working for these companies, as ordered by the Board.

Full text of the Board's letter to Judge Vinson follows:

FRED M. VINSON, Director
Office of Economic Stabilization
Washington, D. C.

Re: Electrical Transcription Manufacturers and American Federation of Musicians, AFL, Case No. 111-2499-D.

DEAR JUDGE VINSON:

I have been directed by the National War Labor Board to advise you of the failure of the American Federation of Musicians, AFL, to accept the directive order of the Board determining a labor dispute between the Electrical Transcription Manufacturers and the American Federation of Musicians, AFL. The facts are as follows:

On July 5, 1943, the Secretary of Labor, in accordance with Executive Order 9017 and the War Labor Disputes Act, certified to the National Board a dispute between the Electrical Transcription Manufacturers and the American Federation of Musicians, AFL. On July 9, 1943, the National War Labor Board held a hearing for the purpose of determining whether the dispute is a labor dispute within the jurisdiction of the Board. On July 23, 1943, by unanimous action of the Board, it was determined that the dispute was within the Board's jurisdiction, and a panel was appointed to conduct a public hearing on the merits thereof, and to report its findings of fact and recommendations to the Board. Attached are copies of the directive order, dated July 23, 1944, and opinion of Chairman Davis, dated August 4, 1944.

The panel held lengthy public hearings, and on March 9, 1944, reported its findings and recommendations to the Board. The panel reported that on June 25, 1942, the American Federation of Musicians notified the recording and transcription industry that "licenses" issued by the Federation for the employment of its members would not be renewed upon the expiration date, July 1, 1942, and that from and after August 1, 1942, members of the Federation would not play or contract for recordings, transcriptions, or any other form of mechanical reproductions of music. The reason advanced by the Federation for this action was to eliminate mechanized or "canned" music as a threat to the continued employment of live musicians. The majority of the panel recommended that the Board exercise its power to terminate the strike to the end that the conditions prevailing on July 31, 1942, be restored. The labor member of the panel dissented.

In the course of the panel hearings, certain of the transcription and recording companies settled their dispute with the Federation, and the companies still in dispute with the Federation are the National Broadcasting Company (Radio Recording Division), Columbia Recording Corporation, and R. C. A. Victor Division of the Radio Corporation of America.

On April 7, 1944, the Board held a public hearing on the panel report. Thereafter and on June 15, 1944, the Board issued a directive order, copy attached, determining the issues in dispute, and, among other things, provided that "the ban upon playing or contracting for 'recordings, transcriptions, or any other form of recording reproductions of music' by members of the Federation, resulting from action of the Federation on June 25, 1942, shall promptly be withdrawn." The labor members dissented from this order.

The Federation refused to accept this directive order and a compliance hearing was held before the Board on August 17, 1944. A representative of the Federation attended the hearing and advised the Board that the Federation would not comply with the directive order. Following this hearing, the Board voted to report this labor dispute to you for such action as you may deem appropriate. The two American Federation of Labor members of the Board dissented from this action of the Board.

The President's letter of August 16, 1943, to the Chairman of the Board, states that Executive Order 9370 may be applied "if that can be done without impeding the war effort." Whether its application is appropriate or feasible in this case is for you to decide.

If you desire further information or assistance in regard to this case, please feel free to call upon me.

Sincerely yours,

GEORGE W. TAYLOR,
Vice-Chairman.

NAB NEWS BUREAU AGAIN BUSY AT EXECUTIVES WAR CONFERENCE

The important activities of the recent NAB Executives War Conference in Chicago received wide attention from the public and members of the industry alike. Radio news services, press associations, trade publications and newspapers gave excellent coverage to the vital discussions of wartime and post-war broadcasting. The job of channeling this information to the various media was handled by Bill Alexander, of the Lawrence H. Selz Organization, Chicago publicity firm, who, with Willard Egolf, NAB Director of Public Relations, ran the NAB News Bureau.

Last year's record release of over 250,000 words was believed exceeded by several thousand words at this year's meeting.

The Selz Organization is well known to many broadcasters who use their program services. In addition to its regular women's program aids and other special features, used by several hundred stations, one of its new services is a weekly fifteen-minute show called "Farm Tips and Tunes." Over 150 stations are airing this feature—many on a local sponsorship basis.

Now being planned for release soon by this organization is a farm radio editors news letter which will be offered without charge to one station in each city.

COMMISSIONERS WALKER AND DURR COMMENT ON KWBU HEARING

Following is a statement by Commissioners Paul A. Walker and Clifford J. Durr on Commission action with respect to Station KWBU:

"The FCC set for hearing the application for license of Station KWBU, Century Broadcasting Company, the hearing being expressly limited to questions of interference with Station KLRA, Little Rock, Arkansas. We would like to make it clear that our vote in favor of the hearing was not a approval of a limitation on the issues to be heard.

"It seems to us that the past record of the President and certain of the other officials and stockholders of the station in the operation of XEAW, Reynosa, Mexico, and the programs which Station KWBU has carried while on program tests raise a serious question as to the qualifications of Century Broadcasting Company as now constituted to operate in the public interest.

"Moreover, the circumstances under which this station was removed from Mexico to the United States together with the programs carried while it was on program tests raise a question as to Baylor University's actual position in the arrangements under which the station was established and is to be operated. In view of all the past circumstances, it seems to us that before the station is granted a regular license the Commission should be assured, after a full hearing, that Baylor University will assume its full share of responsibility for the operation of the station and bring to bear upon its policies the influence to be reasonably expected of an educational institution."

WPB RADIO AND RADAR DIVISION REVOKES TWO ORDERS

The Radio and Radar Division of the War Production Board today announced it had revoked two orders because changing conditions have rendered them unnecessary. They are Limitation Order L-76 (Tubes) and Limitation Order L-293 (Home Radio Replacement Parts).

WPB said that L-76 was issued in the spring of 1942 to stop the production of several hundred types of tubes. There is no longer any need for this order, WPB officials said, because distribution and production are now being scheduled under General Scheduling Order M-293.

L-293 was issued to obtain maximum usage of critical materials that were available for home radio replacement parts, WPB said. When it was issued, the order was intended to standardize the use of the small quantities of materials allotted for home replacement parts and to add other component parts to the schedule from time to time. The order was designed for maximum conservation of materials without regard to the most efficient use of production facilities, officials said.

Removal of the order will allow production of home replacement parts on the same production lines as are running for other purposes instead of on a separate line, WPB said.

ALEXANDER T. JENKINS RETIRES FROM FEDERAL COMMUNICATIONS COMMISSION

Alexander T. Jenkins, Chief, Security Section of the Engineering Department of the Federal Communications Commission, is retiring from the Government after thirty years' continuous service with the Interstate Commerce Commission and the FCC.

At a testimonial gathering of his associates in these agencies, on August 29, R. D. Jones, also of the Engineering Department of the FCC, presented Mr. Jenkins with a gift of \$100 from his associates in both agencies as a token of high esteem.

The following letter of commendation was presented: "DEAR MR. JENKINS:

"On the occasion of voluntary retirement upon the anniversary of your thirty years of government service, the Commission and its staff convey their sincere best wishes and they hope that you will continue to enjoy for many years to come health, happiness, and the earned reward of meritorious public service.

"On June 18, 1935, when you transferred to the Federal Communications Commission as Senior Engineer you had a record of twenty-one years' government service with the Interstate Commerce Commission. Your unremitting and unsparing devotion to the duties of your office have brought credit to yourself and to the Commission. This letter is

merely an expression of the esteem in which you are held. The Commission is especially appreciative of your expert advice and assistance during the war emergency; your contribution to the war effort has been well done.

"By direction of the Commission.

"Very truly yours,
(S.) RAY C. WAKEFIELD,
Acting Chairman,
Federal Communications Commission."

MIDLAND RADIO AND TELEVISION SCHOOLS TELL STORY OF WAR EFFORT IN BOOK

In tribute to Broadcasting, Television, Aviation and Electronics, the Midland Radio & Television Schools, Inc., has just published an elaborate 48-page book telling the story of how these industries, along with Midland, have served this country's war effort.

E. P. J. Shurick, sales promotion director of KMBC of Kansas City, with which Midland Schools is affiliated, prepared the book which is attractively designed in four colors.

The story is told how this nation arrived as the arsenal of democracy, and how the need for trained manpower is not just for the duration of the war. Midland's part, as the first civilian school selected by the U. S. Army Signal Corps for the radio training of enlisted personnel, is also explained.

Midland recently moved into a completely modernized school building in Kansas City, consolidating all of the organization's far-flung training facilities. Copies of the new book are available on request.

BUCKENDAHL MADE VICE-PRESIDENT OF KOIN, PORTLAND, OREGON

Harry H. Buckendahl, director of commercial relations for KOIN, Portland, Ore., has been elected Vice-President, it was announced by C. W. (Chuck) Myers, President of the station.

Mr. Buckendahl succeeded Simeon R. Winch, who served in this post until *The Oregon Journal* acquired KALE, while releasing its interest in KOIN. Mr. Winch is business manager of the *Journal*.

In 1940, Mr. Buckendahl joined KOIN as national sales manager. A native of Chicago, he has built a noteworthy career in the advertising field. Working up in the firm of Gilman, Nicoll and Ruthman, which he joined in 1918, he became its Pacific Coast manager in 1926. He has a wide acquaintance in the advertising industry throughout the country.

He is a member of the Portland Ad Club and Lions Club, serving on the board of directors of both organizations. He also belongs to the Portland Executives Club.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, September 11. They are subject to change.

Monday, September 11

Broadcast

WORL—Broadcasting Service Organization, Inc., Boston, Mass.—Renewal of license (main and aux.), 950 kc., 1 KW (main),

500 watts (aux.), daytime (main), auxiliary purposes only (aux.).

Friday, September 15

Consolidated Hearing

WGKV—Kanawha Valley Broadcasting Co., 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

KTBI—Harold S. Woodworth (transferor), H. J. Quilliam (transferee), Tacoma Broadcasters, Inc. (licensee), Tacoma, Wash.—Granted consent to transfer of control of Tacoma Broadcasters, Inc., licensee of Station KTBI, from Harold S. Woodworth to H. J. Quilliam, by transfer of 150 shares, or 75%, of outstanding capital stock for \$18,000 (B5-TC-396).
WLAK—Lake Region Broadcasting Co. (assignor), S. O. Ward, tr/as Radio Station WLAK (assignee), Lakeland, Fla.—Granted consent to assignment of license of Station WLAK from the Lake Region Broadcasting Co., a corporation, to S. O. Ward (its sole stockholder), an individual, tr/as radio station WLAK (B3-AL-432).
KORE—Frank L. Hill and Violet G. Hill, co-partners, d/b as Eugene Broadcast Station, Eugene, Oregon—Granted request for further extension of 30 days in which to file application for involuntary assignment of license for Station KORE.
WINN—Kentucky Broadcasting Corp., Inc., Louisville, Ky.—Granted request for waiver of Section 1.364 of the regulations (requiring the filing of application for involuntary transfer of control within 30 days of the death of controlling stockholder); granted an additional 60 days within which to file.
WBTH—Williamson Broadcasting Corp., Williamson, W. Va.—Granted extension of period for 30 days within which to complete transfer of control of Station WBTH (which application the Commission granted on August 1, 1944).
KTBS—Tri-State Broadcasting System, Inc. (assignor), George D. Wray, Allen D. Morris, P. E. Furlow and John C. McCormack, a partnership, d/b as Radio Station KTBS (assignees), Shreveport, La.; KTHS, John C. McCormack, Allen D. Morris, P. E. Furlow, and George D. Wray (transferors), Tri-State Broadcasting System, Inc. (transferee), Radio Broadcasting, Inc. (licensee), Hot Springs National Park, Ark.—Granted consent to voluntary assignment of license of Station KTBS from Tri-State Broadcasting System, Inc., to George D. Wray, Allen D. Morris, P. E. Furlow and John C. McCormack, a partnership, d/b as Radio Station KTBS, in return for the transfer of 400 shares, or 80 percent, of issued and outstanding capital stock (having book value as of May 1, 1944, of approximately \$35,000), of Radio Broadcasting, Inc., licensee and owner of Station KTHS (B3-AL-419; B3-TC-386).
WEHS—WHFC, Inc., Chicago, Ill.—Granted 30-day extension of time to comply with procedural conditions attached to the grant of construction permit for erection of new FM station (B4-PH-36).
WHBU—L. M. Kennett and Cora C. Kennett (Transferors), C. Bruce McConnell, Robert E. Bausman and Earl H. Schmidt (Transferees), Anderson Broadcasting Corp. (Licensee), Anderson, Ind.—Granted consent to transfer control of Anderson Broadcasting Corp., Station WHBU, from Leo M. Kennett and Cora C. Kennett, to C. Bruce McConnell, Robert E. Bausman and Earl H. Schmidt, representing 999 of 1000 outstanding shares of capital stock of licensee, for the sum of \$45,000 (B4-TC-399).
WCAR—Pontiac Broadcasting Co., Pontiac, Mich.—Granted special service authorization to operate from 7 a. m. to local sunrise with 250 watts power, from September 1, 1944, to April 1, 1945 (B2-SSA-109).

National Broadcasting Co., Inc., New York City—Granted extension of authority to transmit programs to Stations CBM and CBL and other stations under the control of the Canadian Broadcasting Corp. (B1-FP-131).

National Broadcasting Co., Inc., New York City—Granted extension of authority to transmit recorded programs to all broadcast stations under the control of the Canadian authorities that may be heard consistently in the U. S. (B1-FP-132).

Don Lee Broadcasting System, Hollywood, Calif.—Granted authority to transmit programs originating in the studios of stations affiliated with MBS and/or the Don Lee Broadcasting System, to Station CKWX, Vancouver, B. C., Canada.

WFDF—Flint Broadcasting Co., Flint, Mich.—Granted renewal of license for main station and auxiliary, for the period ending May 1, 1947.

WJBO—Baton Rouge Broadcasting Co., Inc., Baton Rouge, La.—Granted renewal of license for the period ending May 1, 1947.

WRRF—Tar Heel Broadcasting System, Inc., Washington, N. C.—Granted renewal of license for the period ending May 1, 1947.

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Granted application for reinstatement of construction permit (B5-P-3150 as modified (B5-MP-1741)), authorizing an increase in power from 250 watts to 1 KW, and installation of directional antenna, and extension of completion date to November 1, 1944.

KONP—Evening News Press, Port Angeles, Wash.—Granted 30-day extension of time to comply with procedural conditions attached to grant of construction permit (B5-P-1933).

WGNV—Muzak Radio Broadcasting Station, Inc., New York, N. Y.—Granted modification of license to change product of plate voltage times total plate current in last radio stage from 1200 to 3900 ke. (B1-MLH-6).

WTEL—Foulkrod Radio Engineering Co., Philadelphia, Pa.—Granted license to cover construction permit which authorized increase in power from 100 to 250 watts, and changes in equipment (B2-L-1825); also granted authority to determine operating power by direct measurement (B2-Z-1621).

WSO—Henderson Broadcasting Co., Inc., near Henderson, Ky.—Granted license (B2-L-1824) to cover construction permit which authorized increase in power from 250 to 500 watts; daytime only, and changes in transmitting equipment (B2-L-1824).

WOMI—The Ashland Broadcasting Co., Ashland, Ky.—Granted authority to determine operating power by direct measurement of antenna power (B2-Z-1622).

WAPO—Joda Patterson, et al., d/b as WAPO Broadcasting Service, Chattanooga, Tenn.—Granted authority to determine operating power by direct measurement of antenna power (B3-Z-1620).

KTYW—Cascade Broadcasting Co., Inc., Yakima, Wash.—Granted modification of construction permit for extension of completion date from 9-11-44 to 10-11-44 (B5-MP-1764).

KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Granted modification of construction permit which authorized increase in power to 5 KW day and night, for extension of completion date from 9-4-44 to 12-5-44, subject to following conditions: (1) That all reasonable complaints arising from interference attributable to the high signal intensity of KCMO in the Kansas City area will be satisfactorily adjusted; (2) that when materials and personnel are available applicant will file an application for a permit and make necessary provision for change in location of the KCMO transmitter to a site conforming to requirements of the Standards of Good Engineering Practice; (3) that the DA installed at that time will afford KTBS the same protection as now afforded KTBS during operation of KCMO with 1 KW power nighttime; provided KTBS makes provision to afford KCMO protection to the 2.5 mv/v nighttime contour of that station; and (4) that the directional antenna installed pursuant to (3) above, will also restrict radiation in the direction of Sidney, Mont. (KGCX), to the same value as is presently radiated in that direction with 1 KW.

LICENSE RENEWALS

KRKD—Radio Broadcasters, Inc., Los Angeles, Calif.—Granted renewal of license for the period ending May 1, 1947 (B5-R-9).

Granted further extension, upon a temporary basis only, of licenses for following stations, pending determination upon application for renewal of licenses, in no event later than November 1, 1944:

KEX, Portland, Ore.; KGW, Portland, Ore.; KIEV, Glendale, Calif.; KMTR, Los Angeles, Calif.; WSPA, Spartanburg, S. C.

The Associated Broadcasters, Inc., Portable-Mobile, area of San Francisco—Granted licenses for two new special relay broadcast stations to be used with station KWIX; frequencies 1622, 2058, 2150 and 2790 ke., 15 watts.

The Associated Broadcasters, Inc., Portable-Mobile, area of San Francisco—Granted license for new special relay broadcast station to be used with KWIX; frequencies 1622, 2058, 2150 and 2790 ke., 5 watts.

The Associated Broadcasters, Inc., Portable-Mobile, area of San Francisco—Granted license for new special relay broadcast station to be used with KWIX; frequencies 1622, 2058, 2150 and 2790 ke., 50 watts.

The Associated Broadcasters, Inc., Portable-Mobile, area of San Francisco—Granted license for new special relay broadcast station to be used with KWIX; frequencies 33380, 35020, 37620 and 29820 ke., 2 watts.

The Associated Broadcasters, Inc., Portable-Mobile, area of San Francisco—Granted license for new special relay broadcast station to be used with KWID; frequencies 33380, 35020, 37620 and 29820 ke., 2 watts.

The Associated Broadcasters, Inc., Portable-Mobile, area of San Francisco—Granted licenses for two new special relay broadcast stations to be used with station KWID; frequencies 1622, 2058, 2150 and 2790 ke., 15 watts.

DESIGNATED FOR HEARING

Centennial Broadcasting Co., Portland, Maine; Northeastern Radio & Television Corp., Portland, Maine—Designated for consolidated hearing the applications of Centennial Broadcasting Co. and Northeastern Radio and Television Corp., for new stations at Portland, Me., requesting operation on 1450 ke., 250 watts, unlimited time (B1-P-3634; B1-P-3637, respectively).

KPLC—Calcasieu Broadcasting Co. (T. B. Lanford, R. M. Dean and L. M. Sepaugh), Lake Charles, La.—Designated for hearing application for construction permit to change its operating assignment from 1490 ke., 250 watts, unlimited time, to 1470 ke., 1 KW, unlimited time, to install new transmitter and make changes in antenna (B3-P-3623).

KXA—American Radio Telephone Co., Seattle, Wash.—Designated for hearing application for modification of license to change hours of operation from limited to WJZ, to unlimited time (B5-ML-1193).

MISCELLANEOUS

KFXD—Frank E. Hurt, Nampa, Idaho—Granted petition to amend application (for construction permit to change frequency from 1230 to 580 ke., increase power from 250 watts to 1 KW, unlimited time, using directional antenna), so as to change the applicant from Frank E. Hurt to Frank E. Hurt and Son, a partnership composed of Frank E. Hurt and Edward P. Hurt. (Docket 6652)

KSOO—Sioux Falls Broadcasting Assn., Inc., Sioux Falls, S. D.—Granted motion to postpone hearing in re application for renewal of license, now scheduled for September 14, 1944; hearing postponed to September 21, 1944. (Docket No. 6615)

WLWL—Independent Merchants Broadcasting Co., Minneapolis, Minn.—Granted petition for leave to amend application (for construction permit to increase power from 1 to 5 KW, unlimited time, using a directional antenna on its present frequency of 1330 ke.), so as to propose a new directional array and a new transmitter site, for removal of application from the hearing docket, and for cancellation of the hearing in Docket 6582 now scheduled for September 12, 1944.

National Broadcasting Co., Inc.—At request of applicant, dismissed without prejudice applications for construction permits for new commercial television stations at San Francisco, Calif., and Denver, Colo. (B5-PCT-25; B5-PCT-26); and ordered that the petition filed by NBC to amend Section 4.226 of the Commission's rules and regulations governing commercial television broadcast stations, be considered as withdrawn.

The following applications for *high frequency (FM)* broadcast stations were placed in the pending files in accordance with the Commission policy adopted February 23, 1943:

Filene's Television, Inc., Boston, Mass.; Home News Publishing Co., Brunswick, N. J.; KGKL, Inc., San Angelo, Texas; Macon Telegraph Publishing Co., Macon, Ga.; The Phila. Inquirer, a Division of Triangle Publications, Inc., Philadelphia, Pa.; The Times Picayune Publishing Co., New Orleans; Times-Star Publishing Co., Alameda, Calif.; W. A. Underhill and E. S. Underhill, Jr., d/b as The Evening Leader, Corning, N. Y.

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

E. Anthony & Sons, Inc., Boston; The Connecticut Television Co., Greenfield Hill, Conn.; The Phila. Inquirer, a Division of Triangle Publications, Inc., Philadelphia, Pa.; WDAS Broadcasting Station, Inc., Philadelphia, Pa.

WGOV—E. D. Rivers, Valdosta, Ga.—Denied without prejudice petition to reinstate application for construction permit to change frequency to **950 kc.** (a regional channel) and operate with 1 KW day, 250 watts night, unlimited time.

KLRA—Arkansas Broadcasting Co., Little Rock, Ark.—Upon consideration of petition by Ark. Broadcasting Co. (KLRA), Little Rock, Ark., to cancel authority for program tests and designate for hearing the application of KWBU, Century Broadcasting Co., Corpus Christi, Texas, for license (B3-L-1800), and for authority to determine operating power by direct measurement (B5-Z-1584), because of interference to KLRA, the Commission designated for hearing these applications (B3-L-1800 and B3-Z-1584), on engineering issues set forth in the KLRA petition.

APPLICATIONS FILED AT FCC

550 Kilocycles

WSVA—Shenandoah Valley Broadcasting Corp., Harrisonburg, Va.—Acquisition of control of licensee corporation by Frederick L. Allman through purchase of 50 shares common stock (16.66%) from Charles P. Blackley.

630 Kilocycles

WSAV—WSAV, Inc., Savannah, Ga.—Construction permit to install a new transmitter, change frequency from **1340 kc.** to **630 kc.**, and increase power from 250 watts to 1 KW day and 500 watts night, and directional antenna for night use.

790 Kilocycles

WKPT—Kingsport Broadcasting Co., Inc., Kingsport, Tenn.—Construction permit to change frequency from **1400 kc.** to **790 kc.**, increase power from 250 watts to 1 KW, install new equipment and directional antenna for night use. Amended to change type of transmitter and change transmitter location.

970 Kilocycles

WFLA—The Tribune Company, Tampa, Fla.—Modification of construction permit (B3-P-3491 as modified, which authorized increase in power and changes in directional antenna) for extension of completion date from 9-15-44 to 10-15-44.

980 Kilocycles

NEW—Edward J. Altorfer, John M. Camp, John H. Altorfer, Katherine A. Swain and Timothy W. Swain, d/b as Illinois Valley Broadcasting Co., Peoria, Ill.—Construction permit for a new standard broadcast station to be operated on **980 kc.**, power of 1 KW and daytime hours of operation.

1050 Kilocycles

NEW—James F. Hopkins, Inc., Ann Arbor, Mich.—Construction permit for a new standard broadcast station to be operated on **1050 kc.**, 250 watts power, daytime hours of operation. Amended to change type of transmitter, changes in antenna system, change frequency to **1600 kc.** and hours of operation to unlimited.

1060 Kilocycles

NEW—Deep South Broadcasting Corp., New Orleans, La.—Construction permit for a new standard broadcast station to be operated on **1060 kc.**, power of 10 KW night and 50 KW daytime, unlimited hours of operation and using directional antenna day and night.

1150 Kilocycles

NEW—Joda Patterson, Ramon G. Patterson and Louise Patterson Pursley, d/b as WAPO Broadcasting Service, Chattanooga, Tenn.—Authority to make changes in automatic frequency control equipment.

1230 Kilocycles

WRBL—The Columbus Broadcasting Company, Inc., Columbus, Ga.—Construction permit for reinstatement of (B3-P-3562 which expired) for installation of a synchronous amplifier at West Side of Old Glade Road and North Side of Upatol Creek, near Ft. Benning, Georgia, to be operated on **1230 kc.**, power not to exceed 250 watts and synchronized with WRBL.

NEW—Bruff W. Olin, Jr., G. Decker French and Howard P. Eckerman, a partnership, d/b as Moline Broadcasting Company, Moline, Ill.—Construction permit for a new standard broadcast station to be operated on **1230 kc.**, power of 250 watts and unlimited hours of operation.

1260 Kilocycles

NEW—Courier Broadcasting Service, Inc., Birmingham, Ala.—Construction permit for a new standard broadcast station to be operated on **1260 kc.**, power of 250 watts and unlimited hours of operation.

1290 Kilocycles

NEW—Greater Peoria Radiobroadcasters, Inc., Peoria, Ill.—Construction permit for a new standard broadcast station to be operated on **1290 kc.**, power of 1 KW, unlimited hours of operation, using directional antenna.

1400 Kilocycles

NEW—Macon Broadcasting Company, Macon, Ga.—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, power of 250 watts and unlimited hours of operation.

NEW—Macon Broadcasting Co., Macon, Ga.—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, power of 250 watts, and unlimited hours of operation.

1420 Kilocycles

WQBC—Delta Broadcasting Co., Inc., Vicksburg, Miss.—License to cover construction permit (B3-P-3601) which authorized change in frequency, power and hours of operation.

WQBC—Delta Broadcasting Co., Inc., Vicksburg, Miss.—Authority to determine operating power by direct measurement of antenna power.

1450 Kilocycles

WKEU—Radio Station WKEU, Griffin, Ga.—License to cover construction permit (B3-P-3246) which authorized increase in power and installation of new antenna.

WKEU—Radio Station WKEU, Griffin, Ga.—Authority to determine operating power by direct measurement of antenna power.

NEW—Herald Publishing Company of Klamath Falls, Klamath Falls, Ore.—Construction permit for a new standard broadcast station to be operated on **1450 kc.**, power of 250 watts and unlimited hours of operation.

WPAR—Ohio Valley Broadcasting Corp., Parkersburg, W. Va.—Authority to determine operating power by direct measurement of antenna power.

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

1460 Kilocycles

WMPS—Memphis Broadcasting Co., Memphis, Tenn.—Transfer of control of licensee corporation from Memphis Publishing Company to WMPS, Inc., 200 shares common stock—100%.

1480 Kilocycles

WHBC—The Ohio Broadcasting Co., Canton, Ohio—License to cover construction permit (B2-P-3649 as modified) which authorized change in frequency, increase in power, changes in equipment and installation of directional antenna for night use.

WHBC—The Ohio Broadcasting Co., Canton, Ohio—Authority to determine operating power by direct measurement of antenna power.

KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Modification of construction permit (B4-ML-1157 as modified) which authorized increase in power and changes in ground system for extension of completion date from 9-4-44 to 12-5-44.

1490 Kilocycles

NEW—WGCM Broadcasting Co., a Co-partnership composed of Hugh O. Jones, William E. Jones and James O. Jones, Biloxi, Miss.—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts, and unlimited hours of operation.

1600 Kilocycles

NEW—Myron E. Kluge, Earle E. Williams and C. Harvey Haas, a partnership, d/b as Valley Broadcasting Company, Pomona, Calif.—Construction permit for a new standard broadcast station to be operated on 1580 kc., 250 watts power and unlimited time. Amended to change frequency to 1600 kc., power to 500 watts and change in transmitting equipment.

FM APPLICATIONS

NEW—Lloyd A. Pixley, Martha P. Pixley, Milton A. Pixley, and Grace M. Pixley, partners, d/b as The Pixleys, Columbus, Ohio—Construction permit for new high frequency (FM) broadcast station to be operated on 48500 kc. with coverage of 12,500 square miles. Amended to specify type of transmitter.

NEW—Middle Georgia Broadcasting Co., Macon, Ga.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45700 kc. with coverage of 12,600 square miles.

NEW—West Virginia Radio Corp., Morgantown, W. Va.—Construction permit for a new high frequency (FM) broadcast station to be operated on 43500 kc. with coverage of 33,244 square miles and two satellite stations on 49900 kc. Amended to change frequency of main transmitter from 43500 to 43300 kc.

NEW—Home News Publishing Co., New Brunswick, N. J.—Construction permit for a new high frequency (FM) broadcast station to be operated on 49900 kc. with coverage of 3,420 square miles.

NEW—W. A. Underhill and E. S. Underhill, Jr., d/b as The Evening Leader, Corning, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on 49700 kc. with coverage of 5,213.7 square miles.

NEW—The Advocate Printing Co., Newark, Ohio—Construction permit for a new high frequency (FM) broadcast station to be operated on 45700 kc.

NEW—Radio Sales Corp., Seattle, Wash.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44300 kc. with coverage of 8,200 square miles.

NEW—Portsmouth Radio Corp., Portsmouth, Va.—Construction permit for a new high frequency (FM) broadcast station to be operated on 47300 kc. with coverage of approximately 6,000 square miles.

NEW—Badger Broadcasting Co., Madison, Wis.—Construction permit for a new high frequency (FM) broadcast station to be operated on 43300 kc. with coverage of 31,640 square miles.

NEW—Lloyd A. Pixley, Martha P. Pixley, Milton A. Pixley and Grace M. Pixley, partners, d/b as The Pixleys, Columbus, Ohio—Construction permit for a new high frequency (FM) broadcast station to be operated on 48500 kc. with coverage of 12,500 square miles.

NEW—Macon Telegraph Publishing Co., Macon, Ga.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46700 kc. with coverage of 12,000 square miles.

NEW—Filene's Television, Inc., Boston, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on 43100 kc. with coverage of 21,709 square miles.

TELEVISION APPLICATIONS

NEW—Blue Network Company, Inc., New York, N. Y.—Construction permit for a new commercial television broadcast station to be operated on Channel #15 (258000-261000 kc.), ESR 540.

NEW—The Yankee Network, Inc., Boston, Mass.—Construction permit for a new commercial television broadcast station to be operated on Channel #2 (60000-63000 kc.).

NEW—Blue Network Co., Inc., Los Angeles, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #8 (162000-168000 kc.), ESR 3,455.

NEW—Maison Blanche Co., New Orleans, La.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (50000-56000 kc.), ESR 1,430.

NEW—Farnsworth Television & Radio Corp., Ft. Wayne, Ind.—Construction permit for a new experimental television broadcast station to be operated on Channel #3 (66000-72000 kc.).

NEW—E. Anthony & Sons, Inc., Boston, Mass.—Construction permit for a new commercial television broadcast station to be operated on Channel #2 (60000-66000 kc.), ESR of 3,706.

NEW—Blue Network Co., Inc., Chicago, Ill.—Construction permit for a new commercial television broadcast station to be operated on Channel #8 (162000-168000 kc.), ESR 1,475.

NEW—J. W. Birdwell, Nashville, Tenn.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (50000-56000 kc.), ESR 719.4.

NEW—United Broadcasting Co., Cleveland, Ohio—Construction permit for a new commercial television broadcast station to be operated on Channel #2 (60000-65000 kc.), ESR 9,600.

NEW—National Broadcasting Co., Inc., Cleveland, Ohio—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (50000-56000 kc.). Amended to specify an ESR of 8,120, changes in antenna and specify a transmitter site.

MISCELLANEOUS APPLICATIONS

NEW—Everett L. Dillard, trading as Commercial Radio Equipment Co., Washington, D. C.—Construction permit for a new developmental broadcast station to be operated on 44700 kc., power of 250 watts and special emission for FM.

NEW—Everett L. Dillard, trading as Commercial Radio Equipment Co., area of Washington, D. C.—Construction permit for a new satellite development broadcast station to be operated on 44700 kc., power of 100 watts and special emission for FM.

NEW—Board of Education, Toledo City School District, Toledo, Ohio—Construction permit for a new non-commercial educational broadcast station to be operated on 42100, 42300, 42500, 42700 or 42900 kc., 250 watts power and special emission for FM.

KABH—Tri-State Broadcasting System, Inc., area of Shreveport, La.—Voluntary assignment of relay broadcast station license to George D. Wray, Allen D. Morris, P. E. Furlow and John C. McCormack, a partnership, d/b as Radio Station KTBS.

NEW—Matheson Radio Co., Inc., Boston, Mass.—Construction permit for a new developmental broadcast station to be operated on 47700 kc., power of 1 KW and special emission for FM.

NEW—Mutual Broadcasting System, Inc., Chicago, Ill.—Extension of authority to transmit programs to Mexican stations known as "Radio Mil's Network" for the period beginning 9-28-44.

WMLL—Evansville on the Air, Inc., Evansville, Ind.—Construction permit to change frequency from 44500 kc. to 43100 kc., coverage from 8,400 square miles to 17,458 square miles, move transmitter and install new antenna and transmitter.

Federal Trade Commission Docket

COMPLAINTS

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

Jaeger Shop, Inc., 76 Main Street, Saranac, N. Y., selling and distributing women's sportswear, including sweaters, coats and suits, is charged in a complaint with misrepresentation and unfair and deceptive acts and practices in commerce. (5210)

Kodize Process Corp. and Max Wright, trading as Kodize Sales Corp., 1026 Virginia Ave., N. E., Atlanta, Ga., selling and distributing a chemical product designated "Kodize" intended for use in "processing" bituminous coal, are charged in the complaint with misrepresentation. (5206)

London Handkerchief Co., Inc.—Misrepresentation of the quality of handkerchiefs sold in gift packages for members of the armed forces is alleged in a complaint issued against London Handkerchief Co., Inc., 9 East 38th St., New York, and its president and principal stockholder, Harry Steinberg. (5212)

Lyons & Co., 118-120 Duane St., New York, selling and distributing a brand of shoe polish designated "Kiwi," are charged in a complaint with misrepresentation. (5207)

Professional Products Corp., 7306 Montgomery Ave., Silverton, Cincinnati, is charged in a complaint with misrepresenting the properties of "Seal-Seep," a compound which it advertises and sells as being effective in the treating of stone, concrete, cement, brick, and tile structures so as to make them more resistant to water. The respondent corporation also trades as Seal-Seep Service Co., National Seal-Seep Co., and Seal-Seep Service Division. (5211)

STIPULATIONS

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

Blatchford Calf Meal Co., Waukegan, Ill., manufacturing and distributing specialty feed including calf meal and calf pellets, has stipulated to cease representing that when fed by the specified "gruel" method advertised and recommended by it, or with any other regimen which fails to include an adequate amount of milk, or of milk, grain and hay, Blatchford's Calf Meal provides: "What-it-takes for thrifty, growthy calves; the dependable nutrient values that calves need and thrive on; the food values needed to make sound, well-developed calves, or to develop calves into strong constitutional, big bodied, productive cows; profitable calves, the best calves that could be raised, or better calves." (3881)

C. H. Davies Co., Inc., and William F. Francis and Frederick Francis, trading as W. F. Francis Co., all of 376 Broad St., Newark, N. J., selling and distributing artificial limbs, have entered into a stipulation in which they agree to cease and desist from the use of the statement "Distributors in 52 cities in U. S. A." or any representation tending to convey the belief that they have distributors in, or maintain, operate or conduct places of business in 52 different cities or in any cities in which they do not actually have distributors or places of business as represented; from use of

the insignia of the Association of Limb Manufacturers of America and from use of any representation tending to convey the belief that they are members of the Association until they actually are members of and entitled to use the insignia of the Association. (3886)

Hydro-Matic Vaporizer Co., 539 North Fairfax Ave., Los Angeles, selling and distributing devices designated "Hydro-Matic Vaporizer" for use in humidifying tobacco and food products, has stipulated to cease and desist from representing that the Hydro-Matic Vaporizer is a new and scientific moistener or making any other representation conveying the impression that the device represents any new scientific principle; that it will release the exact amount of moisture required to keep cigars at their best condition and can be depended upon to humidify cigars or tobacco; that it will keep cigars at factory freshness or cause them to retain their natural aroma or flavor; or that moisture is drawn from a tube from which vapor or moisture cannot escape, when this is untrue. The respondent further agrees to cease representing that the moisture content of a tube 25 inches by $\frac{7}{8}$ of an inch in size is sufficient adequately to humidify cigars or tobacco in a twelve cubic foot display case for six weeks, or otherwise misrepresenting the qualities of such device. He further agrees to cease use of any representation to the effect that the device will deodorize refrigerators or other food receptacles; that it is effective in keeping refrigerators sweet or fresh, or that the use of the device in refrigerators or other food containers will preserve the original freshness and flavor of bread, pastries, meats, vegetables and fruits or protect food against spoilage. (3887)

Kruskal & Kruskal, Inc., 150 W. 30th St., New York, selling and distributing fur garments, has stipulated to cease and desist from the use of the word "Lapin" to describe products made from rabbit peltries, unless such word or term is compounded with the word "dyed" or the word "processed," and when so compounded is immediately followed by the true common English name of the fur; and from use of the words "Leopard Cat" or other words denoting leopard to describe products made from the peltries of South American spotted cats or any animals or species other than the true leopard (*felis pardus*). (3884)

Lasting Products Company, 200 South Franklinton Road, Baltimore, manufacturing and distributing paint and kindred products, has stipulated to cease and desist from offering for sale or selling its paint or kindred products in cans or containers of one-gallon or any other recognized standard size, which cans contain less of the product than is indicated by the size of the can or container, or which can or container contains a lesser amount of the product than is actually indicated by clear and conspicuous disclosure on the labeling affixed to the cans or containers. The respondent also agrees to discontinue representing by means of brands or labels, that the product offered for sale is compounded or manufactured in accordance with "Fed. Spec. TT-P-36A Type 1 Class B," when in fact, it is not so compounded or manufactured; and the use of the said specifications on brands or labels of the product that do not correctly represent the constituent elements or the percentage or quantity of such elements composing the product, or the effect of which labeling tends to cause an erroneous impression by purchasers with respect to the true constituent elements or percentage or quantity of such elements composing the product. (3878)

Mutual Products Co., 509 N. Fourth St., Minneapolis, selling and distributing a preparation designated "Mutual" for use as a livestock and poultry food, has stipulated to cease and desist from the use of any statement or representation tending to convey the belief that 25 pounds of the preparation is equal in nutritive or feeding value to 1200 pounds of whole milk or that its feeding value is in excess of what it actually is; from use of the statements "Costs less than $\frac{1}{5}$ as much to feed as whole milk," "Less than $\frac{1}{2}$ as much as skim," "On every calf you raise you save \$12 to \$15," "Save your wife \$10 per ton by mixing her poultry mashes with Mutual milk-food compound," or similar statements tending to convey the belief that by feeding the preparation in lieu of other foods a saving in feeding costs is effected when any such saving would be the result of using an insufficient or inadequate ration in lieu of that used for comparative purposes. (3885)

National Potteries Company, Fergus Falls, Minn., selling and distributing a water-resistant compound designated "Chem-X," has stipulated to cease and desist from use of the words "waterproof," "waterproofing" or terms of similar import as descriptive of any product which is not effective as a waterproofing agent under all conditions of use; provided, however, that if the product is an efficacious water proofer under certain conditions that such descriptive words whenever used shall be immediately accompanied, in equally conspicuous type, by words or statements definitely and truthfully disclosing the particular conditions under which it may be effective for the purposes indicated. The respondent also agrees to discontinue use of the term "chemical maximizer" to describe the product Chem-X, or any other expression indicative of the ultimate degree of efficiency with respect to the product; and representing that Chem-X or any similar product, without regard to pressure conditions of water, will stop leaky walls, or, without reference to seepage by capillary action or condensation of atmospheric moisture, can be relied upon to render wet basements dry and livable. (3880)

Permutit Company, 333 W. 42d St., New York, selling and distributing an apparatus for conditioning water designated "Permutit," and Clarence D. Newell, Fred H. Walsh, Richard L. Stobridge, Clifford S. Walsh, William Reydel, John P. Cunningham, George S. Fowler, Frank H. Donshea and Thomas J. Maloney, trading as Newell-Emmett Company, 40 E. 34th St., New York, conducting an advertising agency which has prepared and disseminated advertisements for the Permutit Company, have entered into a stipulation to cease and desist from using the word "distilled" to describe water treated by the apparatus or from otherwise representing that such water is distilled. (03231)

Royal Linoleum Company, 11th and H Streets, N. W., Washington, D. C., distributing various types of floor coverings, including linoleum and so-called inlaid "linoflor" products, which have been sold under the name "Armstrong" and have become favorably known as floor coverings manufactured by the Armstrong Cork Company, Lancaster, Pa., has stipulated to cease and desist from use of the word "Armstrong" as descriptive of any products not made by the Armstrong Cork Company, and from the use of the word "Armstrong" in any way which may cause the impression or belief that the products are made by the Armstrong Cork Company. (3879)

Vogue Company, Vogue Telescope Company, American Company and American Telescope Company, 7759 South Halsted Street, Chicago, selling and distributing various commodities including telescopes, has stipulated to cease and desist from use of the terms "6 Power Telescope," "People 600 yards away appear as 100 yards distant" and "Brings objects 6 times closer" or other statements of like meaning as descriptive of a telescope that does not have a magnification of six diameters; from use of any statements conveying the belief that the magnification of a telescope is in excess of the true magnification; from representing that the telescope referred to as a "6 Power Telescope" or any other telescope of like quality is "Perfect" or that the lens is "scientifically ground," or any other representations misrepresenting the real quality of the telescope. (3083)

CEASE AND DESIST ORDERS

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

American Assn. of Law Book Publishers—An order has been issued modifying its order issued April 27, against the American Association of Law Book Publishers and twenty-seven publishing houses.

The order instructed the trade association and the publishing houses to cease and desist from entering into or conducting any combination or conspiracy to fix prices for law books and other legal publications the respondent publishers sell in interstate commerce. The Association was dissolved by its members in September 1940. (4526)

Benjamin Chaitt, Isaac Chaitt, Max Chaitt and Mrs. Elizabeth Carl, conducting clothing stores in various cities, have been ordered to cease and desist from violation of the Wool Products Labeling Act of 1939 and the Federal Trade Commission Act. (5041)

Rub-R-Lyfe Co., Seattle, Wash., selling and distributing a preparation for the treatment of rubber products designated "Rub-R-Lyfe," have been ordered to cease and desist from misrepresentation of certain qualities of the product. (4775)

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NAB PLANS PARTICIPATION IN FCC ALLOCATION HEARINGS

NAB will give no engineering testimony in the FCC allocation hearings beginning September 28.

The policy of cooperation with the Radio Technical Planning Board will continue. RTPB is now preparing technical testimony.

President Harold Ryan will appear and make a general statement for the industry on social and economic grounds, supported by such testimony as is pertinent.

Full text of Harold Ryan's letter to the Commission, entering NAB's appearance, is as follows:

"Pursuant to the last paragraph in the order, Docket No. 6651, this is to respectfully advise the Commission that the National Association of Broadcasters desires to appear and testify in the above entitled matter.

Testimony of the National Association of Broadcasters will be presented by J. Harold Ryan, President, and Paul F. Peter, Director of Research. Mr. Ryan's testimony will stress the importance of broadcast services to the social and economic life of the nation. Mr. Peter's testimony will be for the purpose of introducing into evidence substantiating factual data.

It is anticipated that the presentations of the above can be concluded within thirty minutes.

Please enter the appearance of John Morgan Davis, Esq., as Counsel for the National Association of Broadcasters."

NAB PRESENTATION OF STANDARD CIRCULATION TO ANA AND AAAA SEPTEMBER 22

NAB will make a formal presentation of the Standard Circulation Measurement method, developed by its Research Committee, to representatives of the Association of National Advertisers and the American Association of Advertising Agencies at the Waldorf-Astoria, Friday, September 22.

Paul B. West, president of the ANA, and Frederick R. Gamble, president of the AAAA, will attend with representatives of their associations.

Harold Ryan, NAB president, will head the NAB representation and introduce Hugh M. Feltis, KFAB, Lincoln, Nebraska, who will make the presentation. Mr. Feltis was chairman of the Research Committee last year and is now chairman of a Board of Director's sub-committee assigned to supervise the circulation measurement project.

Roger W. Clipp, WFIL, Philadelphia, newly elected chairman of the NAB Research Committee will attend with the Technical Sub-committee of which he served as chairman last year. The members are Edward F. Evans, Blue Network; Richard Puff, MBS; Barry T. Rumble, NBC; and Frank N. Stanton, CBS.

Paul F. Peter, NAB Director of Research, who serves as secretary for the Research Committee and Lewis H. Avery, NAB Director of Broadcast Advertising, will also attend.

It is planned that out of this meeting of representatives of the three associations will develop some definite plans for organizing a bureau to operate the circulation measurement.

CODE COMPLIANCE COMMITTEE, NEW YORK, OCTOBER 12-13

The week of September 25th was abandoned in favor of October 12-13 for the meeting of the Code Compliance Committee, to assure full attendance.

Arrangements are now being made for the two-day session to be held at Hotel Roosevelt, New York City.

Richard Frankenstein, Vice-President, UAW-CIO, has been invited to address this meeting.

928 STATIONS

In July the FCC granted two construction permits and licensed one station to operate. During the month of August, one station was deleted and three new construction permits were granted by the Commission. A comparative table of the number of standard broadcast stations by months, follows:

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

WAR OFFICIALS SOUND NOTE OF WARNING ON "SURRENDER" NEWS

The Office of War Information, the War Department and the Navy Department September 9 jointly issued the following statement:

"False rumors of German surrender or of negotiations looking toward surrender have already appeared, and may be expected to be more frequent from now on. Some of these may be innocently spread; others may be inspired by enemy propagandists, who hope to cause confusion among the peoples of the United Nations and to induce us to relax our efforts.

"It is quite possible that there will be no single day which can be called the end of the war with Germany. Instead of a surrender en masse, the German armies may gradually disintegrate and surrender piecemeal. If there should be a general surrender, headquarters of the Allied Expeditionary Force will be the first to know it. Accordingly, no rumors of surrender should be accepted unless confirmed by General Eisenhower. If such rumors, without confirmation, should be published or broadcast as a matter of news, it is hoped that more than usual care will be taken to attribute them to their sources."

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*.

TO MOBOLIZE NATION'S STORE DISPLAYS FOR 6TH WAR LOAN

A plan to employ the store facilities of the nation in behalf of the coming 6th War Loan was launched in New York City, Tuesday (12), at a luncheon arranged by the War Advertising Council. It has the complete approval of the U. S. Treasury Dept.

Ted R. Gamble, director, War Finance Division, asserted, that, when carried out according to plan, the promotion is extremely productive. He explained that it was tested during the 5th War Loan in a sufficiently large number of cities, coast to coast, to justify such assertion.

Over \$100,000 in war bonds will be made available to winners in the various classifications by individual manufacturers. Set forth below are the presently announced contestant groups together with donor of the awards within each classification:

<i>Contestant Group</i>	<i>Sponsor</i>
Department Stores	Textron, Inc.
Drug Stores	Abbott Laboratories
Grocery Stores	General Foods Corp.
Women's Apparel Shops & Specialty Stores	Nemo Foundations
Men's Apparel Shops	Cluett, Peabody & Co., Inc.
Furniture & Floor Covering Stores	Congoleum-Nairn, Inc.
Jewelry Stores	Bulova Watch Co.
Radio Stores	Sylvania Electric Products, Inc.
Gasoline Stations & Garages	Shell Oil Company, Inc.
Hardware Stores	Henry Disston & Sons, Inc.
Variety Stores	Clopay Corporation

Urge Local Entries

Contest details will come to individual retailers throughout the United States through the trade press and direct mail. Meantime, broadcasters are urged to encourage all retailers with whom they come in contact to participate in the 6th WAR LOAN DISPLAY CONTEST. Dates will coincide with those of the 6th War Loan, not yet announced.

Since many of the local merchants who may be expected to participate in the contest are known to the broadcasters and to staff members they are in a position to help with definite suggestions.

All displays will be judged, first, for their sales appeal; second, for their attention appeal; and third, for their artistry and originality. With rules coming later it may be sufficient at this time to mention only that "each display, whether a window display or a lobby display, must be devoted *exclusively* to War Bonds and the 6th War Bond Drive by featuring a \$100 War Bond." Each display is to compete in its own classification. Each entry is to be submitted in photograph form; and sent to: 6th War Bond Drive Display Contest Committee, care of Display World, Cincinnati 1, Ohio.

"BROADCASTING FIGHTS ITS FIRST WAR"

With this issue of the NAB REPORTS is enclosed a reprint of an article entitled, "Broadcasting Fights Its First War," from the WESTERN ELECTRIC OSCILLATOR. Reprinted through the courtesy of Western Electric Company, the article recounts the achievements of broadcasting and its personnel on the war and home fronts. As the article points out:

"Thus, on Broadcasting, this time, has fallen the burden of supplying technical and fighting men to the armed forces and at the same time operating on a vaster scale than ever before a great and essential industry at home—a prodigious task!"

You'll find many faces and names you know between the covers of this reprint.

MENSER'S WAR CONFERENCE SPEECH IS PROGRAM BULLETIN NO. 3

The speech, "Programs for Tomorrow," delivered at the NAB Executives War Conference by Clarence L. Menser, Vice-President of the National Broadcasting Company in Charge of Programs, was selected immediately for Special Program Manager's Bulletin No. 3, accompanying this issue of NAB REPORTS.

The Committee felt that Menser's remarks were of permanent value to the industry. Presentation as a Special Bulletin means that his address will be bound with other Bulletins in the suggested "Program Manager's Handbook."

Attention of all Program Managers should be called to this activity. Succeeding Bulletins will continue to cover all phases of programming and the job of being a Program Manager.

NATION-WIDE ORGANIZATION TO FIGURE IN PEABODY AWARDS 1944 SELECTIONS

ATHENS, GA.—To make preliminary selections for 1944 George Foster Peabody Radio Award winners, listening-post committees have been set up in cities and colleges throughout the United States.

This is the second year that such listening-post committees have been set up under the direction of Mrs. Dorothy Lewis, coordinator of listener activity of the National Association of Broadcasters. These groups will make their recommendations to the Advisory Board through the Henry W. Grady School of Journalism, The University of Georgia, which administers these Peabody Awards with the assistance of the National Association of Broadcasters. Last year more than 2000 persons in some 40 states evaluated programs in their own communities.

Chairmen of these listening-post committees are:

Mrs. J. P. Duncan, Political Security Department, University of Akron, Akron, Ohio; Theodore R. Wright, Board of Education, Birmingham, Alabama; Mrs. Dorothy Kraus, Hyde Park, Massachusetts; Mrs. Edwin W. Malmros, Buffalo, New York; George Jennings, Chicago, Illinois; Mrs. Henry C. Christian, Lakewood, Ohio; Sherman Lawton, Stephens College, Columbia, Missouri; Paul M. Munro, superintendent, Columbus Public Schools, Columbus, Georgia; Mrs. Hazel Hillis, Des Moines, Iowa; Mrs. J. D. Robinson, Wallace, North Carolina; E. T. Anderson, assistant principal, Great Falls High School, Great Falls, Montana; Miss Blanche Young, Wilmington, Illinois; Mrs. R. O. Baker, Kansas City, Missouri; Mrs. R. H. Marvin, Anaheim, California; Mrs. F. H. Linkenberg, Louisville, Kentucky; Mrs. Clifford Weiden, State Normal School, Machias, Maine; Mrs. C. C. Wiley, Champaign, Illinois; Mrs. G. B. Palmer, Minneapolis, Minnesota; Mrs. F. L. Botkin, Muncie, Indiana; Mrs. Arch Trawick, Nashville, Tennessee; Mrs. Marguerite Clifford, Franklin, New

Hampshire; Mrs. Robert Cornelison, Somerville, New Jersey; Mrs. N. B. Williams, Oklahoma City, Oklahoma; Mrs. W. F. Ottman, Omaha, Nebraska; Professor Herbert Olander, University of Pittsburgh, Pittsburgh, Pennsylvania; Mrs. George Howard, Rochester, New York; Mrs. George Struve, Sacramento, California; Mrs. Margaret Girdner, San Francisco Public Library, San Francisco, California; Mrs. Adelaide Navias, Schenectady, New York; Mrs. A. V. Overman, Spokane, Washington; Miss Margaret A. Hickey, national president, Business and Professional Women's Clubs, St. Louis, Missouri; Kenneth Bartlett, Syracuse University, Syracuse, New York; John Gunstream, director, Radio Visual Education, State Department of Education, Austin, Texas; Harry Lamb, Radio Division, Toledo Public Schools, Toledo, Ohio; Mrs. A. E. Calaway, Anderson Printing Company, Tulsa, Oklahoma; Mrs. M. T. Large, Salt Lake City, Utah; Mrs. D. J. Marble, Seattle, Washington; Mrs. Gertrude Broderick, secretary, F.R.E.C., U. S. Office of Education, Washington, D. C.; and Mrs. Herman Warren, Winston Salem, North Carolina.

Similar listening-post committees have been set up through the office of Dean John E. Drewry of the Grady School in the following institutions of higher learning:

Boston University, University of Colorado, University of Georgia, University of Idaho, University of Illinois, State University of Iowa, University of Kentucky, Louisiana State University, University of Minnesota, University of Missouri, Montana State University, University of North Carolina, University of North Dakota, Ohio State University, Pennsylvania State College, Rutgers University, University of South Carolina, University of South Dakota, University of Southern California, University of Utah, University of Washington, West Virginia University, and University of Wisconsin.

The 1944 George Foster Peabody Radio Awards will again give recognition to both programs and stations. Awards are to be made in the following categories:

1. That program or series of programs inaugurated and broadcast during 1944 by a regional station (above 1000 watts) which made an outstanding contribution to the welfare of the community or region the station serves.
2. That program or series of programs inaugurated and broadcast during 1944 by a local station (1000 watts or under) which made an outstanding contribution to the welfare of the community the station serves.
3. Outstanding reporting and interpretation of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertainment in music.
6. Outstanding educational program.
7. Outstanding children's program.

January 10, 1945, is the closing date for 1944 entries or recommendations, which should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, the University of Georgia, Athens.

The Peabody awards are designed to recognize the most disinterested and meritorious public service rendered each year by the broadcasting industry, and to perpetuate the memory of George Foster Peabody, benefactor and life trustee of The University of Georgia, and friend of educational progress everywhere.

George Foster Peabody, whose name the awards bear, was born in Columbus, Georgia. He became a highly successful New York banker. He served as a trustee of a number of institutions of higher learning, and was given honorary degrees by Harvard, Washington and Lee, and The University of Georgia. He was once treasurer of the National Democratic Committee. Mr. Peabody devoted much of his fortune to education and social enterprises. He was especially interested in the state university of his native Georgia. Far-visioned as he was, as early as 1905 he saw the necessity of a chair of forestry in the College of Agriculture of a state in which the pine tree is of no small consequence. Today the Georgia School of Forestry bears his name. Mr. Peabody was a close personal friend of Franklin D. Roosevelt, and was largely responsible for interesting the President in the Georgia Warm Springs

Foundation, near which is located the "Little White House."

Members of the Peabody Advisory Board are:

Edward Weeks, editor, Atlantic Monthly, Boston, chairman; John H. Benson, past 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; Mark Ethridge, publisher, Louisville (Ky.) Courier-Journal and Times; Earl J. Glade, mayor of Salt Lake City, Utah; 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 of radio education, Ohio State University, Columbus, Ohio; Mrs. Marjorie Peabody Waite, president, "Yaddo", Saratoga Springs, New York, and daughter of George Foster Peabody whose name the awards bear; Dr. S. V. Sanford, chancellor, University System of Georgia; and John E. Drewry, dean, Henry W. Grady School of Journalism, University of Georgia.

Listener Activity

Mrs. Theodore Roosevelt, Jr., has appointed Mrs. Dorothy Lewis, Coordinator of Listener Activity, to serve on the Women's Civilian Committee of the WAC.

* * *

Mrs. George Fielding Eliot has accepted chairmanship of the New York Committee for the George Foster Peabody Awards. Mrs. Eliot is Radio Chairman for the Women's Action Committee on Victory and Lasting Peace. As June Hynd, she was assistant to Margaret Cuthbert, Director of Women's Activities of NBC.

* * *

The Louisville Radio Council set up a radio booth at the Kentucky State Fair August 28 - September 4th. Each day, local women commentators were guests and material on radio was distributed widely.

* * *

A Planning Committee for the projected Radio Education Conference in December will be held on September 14th at New York University. Mr. Robert Macdougall, Regional Director for AER is chairman. All networks are co-sponsors as well as the NAB, which through the Listener Activities Division has channeled the cooperation of about 60 stations in the northeast.

A. F. A. HONORS HELEN HOLBY IN 25TH YEAR OF SERVICE

The anniversary of Helen Holby's twenty-fifth year of service with the Advertising Federation of America was celebrated at the Waldorf-Astoria in New York City Thursday, September 14.

One hundred and fifty advertising leaders, including officers and directors of A.F.A. were present to honor her.

As Director of Club Contact, Miss Holby is in close touch with advertising clubs throughout the country. She also directs the Federation's Speakers Bureau, which assists in getting speakers for the clubs on advertising and kindred subjects.

Gifts were presented Miss Holby by the Federation and from numerous affiliated advertising clubs.

NUNN STATIONS SEND OUT NEW BROCHURES

The Nunn Stations WLAP, Lexington, Ky., WBIR, Knoxville, Tenn., WCMI, have sent out new brochures which contain essential market data on their respective territories. The brochures are of the loose-leaf style so that current data may be added periodically.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, September 18. They are subject to change.

Monday, September 18

Consolidated Hearing

NEW—Marietta Broadcasting Company (Virgil V. Evans, owner), Marietta, Ga.—C. P. for new station; **1230 kc.**, 250 watts, unlimited.

NEW—Fred B. Wilson and Channing Cope, d/b as Chattahoochee Broadcasters, Marietta, Ga.—C. P. for new station; **1230 kc.**, 250 watts, unlimited.

Tuesday, September 19

Consolidated Hearing

KGKO—KGKO Broadcasting Co., Fort Worth, Texas—Renewal of license; **570 kc.**, 5 KW, unlimited, DA night.

WBAP—Carter Publications, Inc., Fort Worth, Texas—Renewal of license; **820 kc.**, 50 KW, shares equally with WFAA.

WFAA—A. H. Belo Corp., Dallas, Texas—Renewal of license, **820 kc.**, 50 KW, shares equally with WBAP.

Thursday, September 21

KFVD—Standard Broadcasting Co., Los Angeles, Calif.—Renewal of license; **1020 kc.**, 1 KW, limited time.

KPAS—Pacific Coast Broadcasting Co., Pasadena, Calif.—Renewal of license; **1110 kc.**, 10 KW, unlimited, DA night and day.

KSOO—Sioux Falls Broadcasting Assn., Inc., Sioux Falls, S. Dak.—Renewal of license; **1140 kc.**, 5 KW, limited time.

Friday, September 22

WQAM—Miami Broadcasting Co., Miami, Fla.—Modification of license to use auxiliary transmitter during night hours of operation; **560 kc.**, 1 KW night, 5 KW day. Auxiliary: 1 KW night, unlimited.

WORL—Broadcasting Service Organization, Inc., Boston, Mass.—Renewal of license (main and auxiliary); **950 kc.**, 1 KW main, 500 watts auxiliary, daytime main, auxiliary purposes only—auxiliary.

Federal Communications Commission Action

APPLICATIONS GRANTED

Washtenaw Broadcasting Co., Ann Arbor, Mich.—Granted petition for reconsideration and grant application of construction

permit for new broadcast station at Ann Arbor, to operate on **1050 kc.**, 250 watts, daytime only, and granted said application in accordance with procedure outlined in Commission's January 26, 1944, policy. (Docket 6231; B2-P-3595)

Granite District Radio Broadcasting Co., Salt Lake City, Utah—Granted reinstatement and grant of construction permit for a new broadcast station at Salt Lake City, Utah, to operate on **1400 kc.**, 250 watts, unlimited time; granted subject to procedural requirements of January 26, 1944, policy. (Docket 6003; B5-P-2750)

WING—Great Trails Broadcasting Corp., Dayton, Ohio.—Granted construction permit to make changes in directional antenna and move transmitter to a point 4.3 miles from present location, subject to procedure in January 26, 1944, policy (B2-P-3627). Granted renewal of license for construction period, but in no event beyond March 15, 1945. (B2-R-292)

WERC—Presque Isle Broadcasting Co., Erie, Pa.—Granted construction permit to change frequency from **1490** to **1230 kc.** (B2-P-3633)

John R. Fetzer and Rhea Y. Fetzer, d/b as Fetzer Broadcasting Co., Grand Rapids, Mich.—Adopted decision and order denying petition of Ashbacher Radio Corporation (WBKZ) for rehearing or other relief directed against the Commission's grant of the application of Fetzer Broadcasting Co. for construction permit for new station, and denied request for stay of the issuance of any construction permit for the use of **1230 kc.** at Grand Rapids, Mich. (Commissioner Case dissenting). (B2-P-3590)

KPKW—Western Radio Corp., Pasco, Wash.—Granted extension for 30 days to file application for approval of transmitter site.

WING—Great Trails Broadcasting Corp., Dayton, Ohio.—Granted construction permit to make changes in directional antenna and move transmitter to a point 4.3 miles from present location, subject to procedure in January 26, 1944, policy. (B2-P-3627)

LICENSE RENEWALS

Granted renewal of following relay broadcast station licenses for the period ending not later than December 1, 1944:

WAXE, Havens & Martin, Inc.; KDAC, KARM, The George Harm Station; KBQB, Edwin A. Kraft; WBAC, New Jersey Broadcasting Corp.; WAIN, WEKH, Peoria Broadcasting Co.; WEOY, John M. Rivers; WAAR, Rockford Broadcasters, Inc.; KTSR, Tri-State Broadcasting Co., Inc.; WBNT, WGBD, WJLF, WBNS, Inc.; WEND, WHPA, WHP, Inc.; WAAJ, The Fort Industry Co.; WCBJ, Lehigh Valley Broadcasting Co.

Granted renewal of following relay broadcast station licenses for the period ending not later than February 1, 1945:

WBWB, Banks of the Wabash, Inc.; KIFF, Missouri Broadcasting Corp.; WAIJ, WAIY, WIBX, Inc.; WHPT, Radio Station WMFR, Inc.; WJAE, WJNO, Inc.

Granted renewal of following relay broadcast station licenses for the period ending not later than April 1, 1945:

WHMK, WJEK, Hagerstorn Broadcasting Co.; KBIB, The KANS Broadcasting Co.; WAAK, Radio Station WSOC, Inc.; WAIE, Joe L. Smith, Jr.

Granted renewal of following relay broadcast station licenses for the period ending not later than May 1, 1945:

KAAC, KAAZ, KBKC, WAEW, Columbia Broadcasting System, Inc.; KAQY, The Farmers and Bankers Broadcasting Corp.; WCLA, Larus & Brother Co., Inc.; KSCR, McClatchy Broadcasting Co.; WNBK, National Broadcasting Co., Inc.; KBIC, KBID, KNEF, Radio Service Corp. of Utah; WJEN, WJEP, Stromberg-Carlson Co.; WAWT, Voice of Alabama, Inc.; WEMC, Westinghouse Radio Stations, Inc.; WAAH, West Virginia Broadcasting Corp.; WAIO, WELR, WDZ Broadcasting Co.; WAAI, WAAQ, The WGAR Broadcasting Co.

Granted renewal of following relay broadcast station licenses for the period ending not later than October 1, 1945:

WKRK, American Broadcasting Corp.; KAOV, KRIC, Inc.; WAHL, Paducah Broadcasting Co., Inc.; WMWB, Port Huron Broadcasting Co.; WMFZ, WCBS, Inc.

Granted renewal of following relay broadcast station licenses for the period ending not later than May 1, 1946:

WFYA, WHLL, Central New York Broadcasting Corp.; WIOE, WIOF, WIOG, Isle of Dreams Broadcasting Corp.; WAHB, WJER, The Journal Co. (The Milwaukee Journal); KAAO, KAAR, KLZ Broadcasting Co.; KABB, KEGB, Don Lee Broadcasting System; WIEF, Miami Broadcasting Co.; WPBK, WPBO, Portland Broadcasting System, Inc.; KAIZ, Radio Station WOW, Inc.; WMNH, The Radio Voice of New Hampshire, Inc.; WAUI, WAUR, University of Illinois; WIEH, WMCA, Inc.; WBEE, Worcester Telegram Publishing Co., Inc.

Granted renewal of following relay broadcast station licenses for the period ending not later than November 1, 1946:

WBAN, WBAO, WBAQ, WMOR, Bamberger Broadcasting Service, Inc.; WCBF, WFYB, WIEK, WJSV, Columbia Broadcasting System, Inc.; WAIC, WAUV, Courier-Journal and Louisville Times Co.; WAAD, The Fort Industry Co.; WAIH, WGN, Inc.; WAUC, Matheson Radio Co., Inc.; KDRA, KNBH, WNBQ, National Broadcasting Co., Inc.; WADP, WADQ, WBPA, The National Life and Accident Insurance Co.; WSOH, The Ohio State University; KQCB, Queen City Broadcasting Co., Inc.; WGNA, WGN, Inc.; KWHB, WHB Broadcasting Co.; WENH, WJRA, WJR, The Goodwill Station; WLWB, WLWJ, WLWA, The Crosley Corp.; KAIH, KAXA, Earle C. Anthony, Inc.

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

KABD, KAOG, Don Lee Broadcasting System; KEMA, May Broadcasting Co.; WAEA, WAPO Broadcasting Service; WAIQ, WATC, WAVE, Inc.; KBRG, WADY, Inc.; WATD, South Bend Tribune.

Granted renewal of following relay broadcast station licenses for the period ending not later than May 1, 1945:

KABE, KAIE, KIGA, KSTP, Inc.

WATA—Ashland Broadcasting Co., area of Ashland, Ky.—Granted renewal of relay broadcast station license for period ending not later than June 1, 1945.

KAGM—Oscar C. Hirsch, tr/as Hirsch Battery & Radio Co., area of Cape Girardeau, Mo.—Granted renewal of relay broadcast station license for period ending not later than August 1, 1945.

WAVB—The Scioto Broadcasting Co., area of Portsmouth, Ohio.—Granted renewal of relay broadcast station license for period ending not later than August 1, 1945.

KIIS—Harris County Broadcast Co., area of Houston, Texas.—Granted renewal of relay broadcast station license for period ending not later than November 1, 1945.

KRME—Merced Broadcasting Co., area of Merced, Calif.—Granted renewal of relay broadcast station license for period ending not later than December 1, 1945.

Granted renewal of following licenses for the period ending not later than November 1, 1945:

KALE, Portland, Ore.; KFH, Wichita, Kans.; KGB, San Diego, Calif.; KGBX, Springfield, Mo.; KHSL, Chico, Calif.; WBBR, Brooklyn, N. Y.; WEVD and auxiliary, New York, N. Y.; WFBM, Indianapolis, Ind.; WKST, New Castle, Pa.

KFQD (auxiliary only)—William J. Wagner, tr/as Alaska Broadcasting Co., Anchorage, Alaska.—Granted renewal of license for the period ending not later than May 1, 1946.

KTKN—Edwin A. Kraft, Ketchikan, Alaska.—Granted renewal of license for the period ending not later than May 1, 1947.

MISCELLANEOUS

KARM—KARM, The George Harm Station, Fresno, Calif.—Denied without prejudice petition for reinstatement of application for modification of license to change frequency from 1430 to 1030 kc. and make changes in directional antenna. (Docket 6482; B5-ML-1122)

Fred Jones Broadcasting Co., Tulsa, Okla.—Denied without prejudice application for reinstatement of application for construction permit for new station at Tulsa, Okla., to operate on 1030 kc., 50 KW, unlimited time. (Docket 5947)

Placed in pending files in accordance with Commission policy adopted February 23, 1943, application of National Broadcasting Co., Inc., for construction permit for new commercial television broadcast station at Cleveland, Ohio (B2-PCT-23); application of Badger Broadcasting Co. for construction permit for new high frequency FM broadcast station at Madison, Wis. (B4-PH-302)

APPLICATIONS FILED AT FCC

820 Kilocycles

WKAT—A. Frank Katzentine, Miami Beach, Fla.—Construction permit to change frequency from 1360 kc. to 820 kc., increase power from 1 KW to 50 KW, install new transmitter, directional antenna and move transmitter to west of Dania, Fla.

880 Kilocycles

KGA—Louis Wasmer, Spokane, Wash.—Construction permit to change frequency from 1510 kc. to 880 kc., increase power from 10 KW to 50 KW, install new transmitter and make changes in directional antenna for night use.

910 Kilocycles

WQAN—The Scranton Times (co-partnership), E. J. Lynett, Wm. R. Lynett, Elizabeth R. Lynett and Edward J. Lynett, Jr., Scranton, Penna.—Involuntary assignment of license to The Scranton Times (co-partnership), Wm. R. Lynett, Elizabeth R. Lynett and Edward J. Lynett, Jr.

1240 Kilocycles

WSNJ—Eastern States Broadcasting Corp., N. N.E. of Bridgeton, N. J.—Modification of license to move main studio from South Pearl and Warren Sts., Bridgeton, N. J., to Centerton and Burlington Roads, Upper Deerfield Twp., 2½ miles North Northeast of Bridgeton, N. J.

WGGA—Blue Ridge Broadcasting Co., Gainesville, Ga.—Acquisition of control of licensee corporation by Charles Smithgall through purchase of 20 shares common stock (11.43%) from Austin F. Dean.

1330 Kilocycles

WLWL—Independent Merchants Broadcasting Co., Minneapolis, Minn.—Construction permit to make changes in transmitting equipment, make changes in directional antenna to be used day and night, and increase power by 1 KW to 5 KW. Amended to make changes in directional antenna, and change transmitter location from Myrtle Ave. and Emerald St., St. Paul, Minn., to West 7th St., east of Davern St., St. Paul, Minn.

1410 Kilocycles

KQV—KQV Broadcasting Co., Pittsburgh, Pa.—Transfer of control of licensee corporation from H. J. Brennen, H. K. Brennen, Sara A. Brennen, Margaret M. Brennen and Thelma B. Bregenser to Allegheny Broadcasting Corporation—100%.

1450 Kilocycles

KORE—Frank L. Hill and Violet G. Hill, co-partners, d/b as Eugene Broadcast Station, Eugene, Oregon.—Involuntary assignment of license to Violet G. Hill and Violet G. Hill, Administratrix of the Estate of Frank L. Hill, Deceased, d/b as Eugene Broadcast Station.

1490 Kilocycles

WJXN—P. K. Ewing, Jr., and F. C. Ewing, a partnership, d/b as Ewing Broadcasting Co., Jackson, Miss.—Modification of construction permit (B3-P-3614, which authorized a new standard broadcast station) for approval of antenna, approval of transmitter location at ½ mile south of Fair Grounds between Spring Lake Club Road and Capitol St., Jackson, Miss., and to specify studio location as Deposit Guaranty Bldg., 200 E. Capitol St., Jackson, Miss.

FM APPLICATIONS

- NEW—Fidelity Broadcasting Corp., Boston, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47100 kc.** with coverage of 4,830 square miles.
- NEW—Hampton Roads Broadcasting Corp., Newport News, Va.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44700 kc.** with coverage of 5,950 square miles.
- NEW—Farnsworth Television and Radio Corp., Fort Wayne, Ind.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46100 kc.** with coverage of 8,500 square miles.
- NEW—The Sun Publishing Co., Inc., Jackson, Tenn.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47100 kc.** with coverage of 13,400 square miles.
- NEW—Grenco, Inc., Greenwood, S. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44700 kc.** with coverage of 5,305 square miles.

MISCELLANEOUS APPLICATIONS

- WLAK—Lake Region Broadcasting Co., Lakeland, Fla.—Authority to determine operating power by direct measurement of antenna power.
- W9XG—Purdue University, West Lafayette, Ind.—Modification of construction permit (B4-PVB-52 as modified) for extension of completion date from 9-24-44 to 9-24-45.
- WSCC-NEW—Savannah Broadcasting Co., area of Savannah, Ga.—Modification of construction permit (B3-PRE-435, which authorized construction of a new relay broadcast station) for extension of completion date.
- KVSO—The Ardmoreite Publishing Co., Inc., Ardmore, Okla.—Voluntary assignment of license to John F. Easley.

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.

Anacin Co., Jersey City, N. J., and its advertising agency are charged in a complaint with disseminating false advertisements which misrepresent the therapeutic properties of Anacin Tablets and fail to reveal their potential danger to health when self-administered indiscriminately. (5213)

Josten Manufacturing Co., Owatonna, Minn., engaged in the manufacture and sale of medals, trophies and classroom jewelry, is charged in a complaint with misrepresenting the prices of its merchandise. The complaint also names as respondents the company's officers, Daniel C. Gainey, Walter H. Gainey, Albert L. Sperry and Adelbert N. Josten. (5214)

Lee Products and Chemi-Culture Laboratories, 4730 Sheridan Road, Chicago, is charged in a complaint with disseminating false advertisements concerning feminine hygiene preparations he sells in interstate commerce. (5215)

CEASE AND DESIST ORDERS

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

American Food Shipping Co., 55 West 87th St., New York, has been ordered to cease and desist from misrepresentation of the value and contents of gift packages of food, cigarettes and other merchandise sold for shipment to members of the armed forces in the United States and foreign countries. (5147)

Bland Products Co., 3716 North Clark St., Chicago, has been ordered to cease and desist from certain misrepresentations in connection with the sale of feminine hygiene preparations designated "Flo Triple XXX Compound" and "An-Tex Inserts." (5141)

Eastman Kodak Co., Rochester, N. Y., has been ordered to discontinue use of a resale-price-maintenance policy in connection with the interstate sale and distribution of two classes of film, Kodachrome and Magazine. Each is used by amateurs, Kodachrome for taking still and motion pictures in color and Magazine Film for both colored and black-and-white motion pictures. (4322)

Wakita Herb Company—An order to cease and desist from disseminating false advertisements concerning therapeutic properties of a medicinal preparation designated "Indian Herbal Roots" has been issued against Gladys Goldberg, trading as Wakita Herb Co., 110 West 42nd St., New York. (5091)

STIPULATIONS

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

Colby Pioneer Peat Company, Inc., Hanlontown, Iowa, selling and distributing peat, has stipulated to cease and desist from using the words "moss peat," "Sphagnum moss," or words of similar import to describe any peat not derived from Sphagnum moss, or from otherwise representing that any peat is moss peat, when such peat is not derived from Sphagnum moss. (3887)

Fifth Avenue Jewell Co., 415 Lexington Ave., New York, distributing and selling jewelry, including rings, has stipulated to cease and desist from representing that any ring containing no gold is of white gold effect or that any ring containing no rhodium has a rhodium finish. (03232)

Hi-Lo Products, 5473 Delmar Boulevard, St. Louis, selling and distributing pharmaceutical products, including a preparation variously designated as "Hi-Lo All-in-One Balanced Vitamins and Minerals Tablets," "All-in-One Balanced Vitamin and Mineral Wafers," and "Hi-Lo Balanced Vitamin & Mineral Wafers," referred to as "All-in-One," and a preparation variously designated as "Anti-Gray Hair Vitamin," "Hi-Lo Anti-Gray Hair Vitamin Tablets," "Hi-Lo Balanced Vitamins B Complex Plus Tablets" and "Hi-Lo Balanced B Complex Plus Tablets," referred to as "Anti-Gray Hair Vitamin," has stipulated to cease and desist from representing that the preparation referred to as "All-in-One" contains 34 mineral elements which are needed by the human body or essential in human nutrition; that the vitamin B complex consists of 28 factors or any number in excess of those actually contained or recognized as constituting the vitamin B complex; that "All-in-One" contains "all known and unknown vitamins"; that either of the preparations can be depended upon to restore the vigorous health of youth, or making any statement or representation tending to convey the impression that users can be assured of increased vigor or an increased joy of living; by use of the statement "A daily supply of vitamins is essential," or otherwise, that it is essential that vitamins be taken every day in order to obtain the full vitamin requirements; that vitamin A can be de-

pendent upon as protection against infections or colds or that vitamin B₁ can be depended upon to steady the nerves, restore strength or that it influences appetite other than in cases where loss of appetite arises from a deficiency of the vitamin; that vitamin C can be depended upon to keep the teeth and gums healthy or speed the healing of wounds; that vitamin D provides the benefit of sunlight; that vitamin E can be depended upon to make the muscles healthy, correct sterility or that it plays a significant role in human reproduction; or that vitamin G is an important aid in keeping one young or vigorous. (3888)

Nix Cosmetics Company, P. O. Box 463, Memphis, Tennessee, selling and distributing a cosmetic preparation designated "Nix Bleach Cream," has stipulated to cease disseminating any advertisement that fails to reveal that the preparation should not be applied to an area of the skin larger than the face and neck at any one time; that too frequent applications and use over excessive periods of time should be avoided; that adequate rest periods between series of treatments should be observed; that the preparation should not be used where the skin is cut or broken, and that in all cases a proper patch test should be made to determine whether the patient is allergic or sensitive to the preparation, provided, however, that such advertisement need contain only the statement, "CAUTION: Use only as directed," if the directions for use, whether appearing on the label or labeling, contain a warning to the same effect. (03233)

COMPLAINTS DISMISSED

Because of the death of the respondent, Ethel J. Cayce, the Federal Trade Commission has dismissed the complaint issued against her. The complaint had charged the respondent, trading as Rejuvenc Manufacturing Co., Berkeley, Calif., with misrepresentation in connection with the sale of a cosmetic designated "Rejuvenc."

The Commission also dismissed its complaint against Standard Business Institute, Inc., because the respondent corporation has been dissolved. The corporation, which had its place of business in Chicago, was charged with misrepresentation in connection with the sale of correspondence courses.

The FCC has announced it will construct and operate an experimental frequency modulation (FM) station, with the call letters W3XFC for the purpose of securing technical data on the operational characteristics of Frequency Modulation.

Operated by engineers in the Field Division in cooperation with the Technical Information and other Divisions of the Engineering Department of the Federal Communications Commission, station W3XFC will transmit only records, transcriptions and tone modulations. It will have a power output of approximately 50 watts and is authorized to operate on any frequency between 42,000 and 50,000 kc. with both wide and narrow band transmissions.

The station will be operated at several locations in the Washington area on the same and channels adjacent to the local experimental FM station, W3XO, and other FM stations.

The project will not be completed for some time due to the shortage of personnel. It is expected, however, that some data will be obtained in time for use at the general Allocation Hearing beginning September 28.

The appointment of a Radio Parts Manufacturers' Industry Advisory Committee and its first organizational meeting to be held late in September, were announced today by the Office of Price Administration.

At the meeting, committee members and officials of the agency will discuss methods by which the maximum price regulation governing the sale of civilian radio parts by manufacturers may be adapted to facilitate pricing new radio parts.

Members of the committee, whose appointments were announced today, are:

Octave Blake Cornell-Dubilier Electric Co. S. Plainfield, N. J.	Thomas A. White Jensen Radio Manufacturing Co. Chicago, Ill.
Samuel I. Cole Aerovox Corporation New Bedford, Mass.	A. Blumenkranz General Instrument Corporation Elizabeth, N. J.
Monte Cohen The F. W. Stickles Company Springfield, Mass.	George Fraser Astatic Microphone Company Youngstown, Ohio
Russell E. Cramer Radio Condenser Company Camden, N. J.	Hugh H. Eby Hugh H. Eby, Inc. Philadelphia, Pa.
Allen W. Fritzsche The General Industries Company Elyria, Ohio	L. W. Howard Peerless Electrical Products Co. Los Angeles, Calif.
Robert C. Sprague Sprague Electric Company North Adams, Mass.	Jerome J. Kahn Standard Transformer Corp. Chicago, Ill.
Leslie F. Muter The Muter Company Chicago, Ill.	Harry E. Osmun Centralab Milwaukee, Wis.
W. G. Roby Cinch Mfg. Corp. Chicago, Ill.	Harry Ehle International Resistance Co. Philadelphia, Pa.
J. H. Stackpole Stackpole Carbon Company St. Marys, Pa.	C. L. Walker Utah Radio Products Co. Chicago, Ill.

Wholesale dealers in electronic parts and equipment who desire to sell excess and idle stocks must first secure an AA-5 rating under Priorities Regulation 13, since these ratings are not automatically assigned, War Production Board Radio and Radar officials pointed out today.

Misinterpretations of Priority Regulation 13, as amended August 18, have led some jobbers to undertake the sale of electronic components without securing the necessary AA-5 rating, officials said.

To the end that existing regulations be made clear, the following statement was made by Ray C. Ellis, Director of the WPB Radio and Radar Division:

"List B of Priorities Regulation 13, as amended August 18, 1944, lifted the prohibition against special sales of excess and idle stocks of the electronic components on List B to wholesale dealers. It was provided instead that such components could be sold to wholesale dealers on orders rated AA-5 or better.

"Regulation 13 and List B thereof do not assign to anyone the AA-5 or any other rating. The provision mentioned above means that wholesale dealers may buy excess and idle stocks of such components on their orders if rated AA-5 or better, but it does not give them the rating for that purpose. They may use only ratings which they have obtained otherwise and are legally entitled to apply or extend under War Production Board regulations."

The FCC has adopted the following resolution:

WHEREAS, The Federal Communications Commission has learned with deep regret of the death of George H. Hill; and

WHEREAS, Mr. Hill has served with this Commission and its predecessor, the Federal Radio Commission, since Nineteen Thirty-One, and during all of this period of his service has been a loyal, conscientious and untiring public servant whose devotion to duty and cooperativeness endeared him to all with whom he was associated; now therefore be it

RESOLVED, That the death of George H. Hill is a real loss to the Commission, and to his associates in the Law Department; and be it further

RESOLVED, That this Resolution be spread upon the Minutes of the Commission and a copy thereof transmitted to the bereaved family.



NAB PROTESTS ARMY QUESTIONNAIRE

NAB has protested to the War Department regarding a request received by a middle west station for program information which is believed to be entirely irrelevant and beyond the scope of the inquirer's function.

The questionnaire circulated by U. S. Army District No. 1, Detroit, Sixth Service Command, Chicago, sought information on the station's programs, by quarter-hour, 12:00 noon to 6:00 p.m., Monday through Saturday.

Seven questions were asked regarding each quarter-hour. This makes a total of 28 questions for each of six hours; 168 for each of 6 days; a total of 1,008 in all.

In protesting the circulation of this questionnaire NAB asserted that:

"It is our belief that this questionnaire from Detroit headquarters of District No. 1, Sixth Service Command, Chicago, is an imposition on this station and on all broadcast stations receiving it. Further, the questionnaire appears to go beyond the scope of the War Department's appropriate interest in the matter of home front support."

ALLOCATION OF FREQUENCIES HEARINGS

The Federal Communications Commission this week issued the following notice with respect to the procedure to be followed in the hearings on the allocation of frequencies (Docket No. 6651). The notice follows:

"Notice is hereby given of the order in which the Commission will receive evidence concerning the various services. Because of the difficulty of securing hotel and railroad reservations the Commission is endeavoring to estimate when each of the particular services will be reached. It should be emphasized, however, that it is impossible to foretell accurately in advance just when one phase of the hearing will end and another begin and all dates used are at best only approximate. However, every effort will be made to adhere to the schedule as closely as possible.

"The hearings will open on September 28 at 10:30 A.M. at the Interdepartmental Auditorium. For the first three days of the hearing, September 28, 29 and 30, general information and data will be presented. The hearing will open with testimony by members of the Commission's staff concerning material which has been assembled concerning the effects of bursts, sporadic E transmission, and other propagation data about the very high frequency band. This will be followed by a statement of Dr. W. R. G. Baker, Chairman of the Radio Technical Planning Board. When Dr. Baker has completed his statement, chairmen of Panels 4 through 9 and 11 through 13 of the Radio Technical Planning Board will present brief statements concerning the recommendations of their panels. Then the chairman of Panel 1 and Panel 2 will submit their panels' reports.

"The Commission will then proceed to consider the various services in the order listed below. In considering each service, the Commission will first hear testimony from the RTPB witnesses for the service in question and will then receive evidence from all other interested persons. For convenience in estimating the time to be consumed by the various services they have been divided into four groups and the time expected to be consumed by each group

ADVICE ON QUESTIONNAIRES

Where doubt exists as to the reason, need, legitimacy or desirability of making reply to a questionnaire, members are urged to forward the questionnaire and all related material to NAB for investigation.

Through its Research Department NAB cooperates with a Committee on Government Questionnaires. No questionnaires that have not been cleared by this committee are supposed to be sent from any government department. We ask your cooperation in giving us advice about all questionnaires received.

is set forth in the table below. (The topic number in the following table refers to the numerical designation of the services as set forth in Public Notice of August 17, 1944.)

Order of Services		
"Topic No.	Services	Estimated Date
Group I		
8	Fixed Public Service (other than Alaska)	October 2, 4, 5, 6, 7.
9	Coastal, Marine Relay, Ship, Mobile Press, and Fixed Public Service in Alaska	
10	Aviation	
14	Amateur	
6	International Broadcast	
Group II		
1	Standard Broadcast	October 9, 11,
2	High Frequency (FM) Broadcast	12, 13, 14, 16.
3	Non-commercial Educational	
4	Television	
5	Facsimile Broadcast	
7	Other broadcast services	
Group III		
11	Police, Fire and Forestry Services	October 18, 19,
12	Special Emergency, Provisional and Motion Picture Services	20, 21, 23.
13	Special Services (Geophysical, Relay Press)	
Group IV		
15	Industrial, Scientific and Medical Services	October 25, 26, 27, 28, 30.
16	Relay Systems (Program and Public and Private Communications)	
17	New Radio Services	

(Continued on page 350)



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*.

ALLOCATION OF FREQUENCIES HEARINGS

(Continued from page 349)

"Upon the completion of all this testimony, the Commission will again receive evidence from the chairmen of Panels 1 and 2 of the R.T.P.B. concerning the recommendation they have to make for overall allocation in light of the evidence adduced at the hearing. The Commission at that time will also receive evidence from any other person or group that has recommendations to make concerning overall allocation. It is estimated that this phase of the hearing will commence November 1.

"Many questions have been raised concerning the September 20 date specified in the Commission's order for the filing of exhibits. These letters indicate that in many instances it is impossible to comply with the September 20 deadline. Because of these difficulties, the Commission will receive exhibits which have not been filed by September 20. However, it is requested that five copies of these exhibits be submitted to the Commission as soon as possible. This request applies to all exhibits which it is contemplated will be used at the hearing."

WAR ADVERTISING COUNCIL REVAMPS PLANS

The War Advertising Council has issued a comprehensive statement covering changes in the major home front campaigns. The statement follows:

"An exhaustive survey to determine the changing character of home front information campaigns growing out of the swift pace of military developments has been pursued during the past few weeks by the War Advertising Council in cooperation with the Office of War Information and other government agencies.

"The study, involving basic policies of major war agencies, is not yet complete but it is already apparent that at least two important campaigns can be dropped in whole or in part, while several new information programs are rapidly coming into being.

"The Council is today advising advertisers, agencies, and media that the Food Fights for Freedom program will hereafter be confined to emphasis on the continuing need for public compliance with price ceilings and to nutritional guidance. The other phases of the overall food campaign—Victory Gardens, conservation, recruitment of volunteer farm labor—will be discontinued. Magnificent cooperation on the part of farmers, the food industry, and consumers succeeded in solving most of our critical food problems and in many instances surpluses will replace shortages. The price ceiling compliance theme has been scheduled as the Food Fights for Freedom keynote during the final quarter of 1944, and this becomes more important as inflationary pressures increase.

"The Council also suggests that advertising support of the nation-wide campaign to recruit women for jobs in war plants and in civilian industries be discontinued after December 1. According to estimates of the War Manpower Commission the recruitment problem will, by that date, no longer be one of securing large numbers of women workers for expanding war industries, but of recruiting workers for specific plants in specific areas. The number

of tight labor markets in which women workers are needed will be reduced to a point where a national campaign is no longer necessary. Thus, recruiting campaigns after December 1 will be conducted only in those areas where women workers are still needed, rather than on a broad national basis.

"Typical of the important new information problems rapidly coming to the fore, in which advertising can render an important public service, is a campaign which the Council has accepted in cooperation with the Retraining and Reemployment Administration and the Office of War Information. This program will probably be directed both to men in the armed services and to civilians. The former will be advised of their rights and privileges after discharge, and will be acquainted with the job performed by the home front during their absence. The portion of the campaign directed to civilians will acquaint families of service men with the "GI Bill of Rights", and will offer guidance on how to help veterans and war casualties readjust to the problems of civilian life.

"The Council is also at work on a campaign to recruit men for the Merchant Marine Service, a serious and pressing need that will be intensified after the German collapse and that will play an important role in the prosecution of the war against Japan.

"Also under consideration is a program designed to spotlight the problems involved in our Pacific war and to emphasize the need for continued public cooperation if the final conflict is to be brought to the speediest possible conclusion.

"Special attention is called to the fact that many of the campaigns on the current Council list must continue and be intensified after the fall of Germany and throughout the war against Japan. Notable among these campaigns are war bonds, the fight against inflation, paper salvage and conservation.

"The Council gives assurance that in cooperation with OWI, it will push ahead with its investigation of home front information problems, and findings will be transmitted to advertisers, agencies and media as fast as basic policy decisions can be crystallized."

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, September 25. They are subject to change.

Monday, September 25

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—C. P., 1440 ke., 1 KW, unlimited, DA night.

Wednesday, September 27

Further Consolidated Hearing

NEW—Air-Waves, Incorporated, Baton Rouge, La.—C. P., 1400 ke., 250 watts, unlimited.

NEW—Louisiana Communications, Inc., Baton Rouge, La.—C. P., 1400 ke., 250 watts, unlimited.

Thursday, September 28

Before the Commission

To be held in the Departmental Auditorium located on Constitution Avenue, between 12th and 14th Streets, Northwest

In the Matter of: Allocation of frequencies to the various classes of non-governmental services in the radio spectrum from 10 kilocycles to 30,000,000 kilocycles.

Federal Communications Commission Action

APPLICATIONS GRANTED

- WOL**—American Broadcasting Co. (Assignor), Iowa Broadcasting Co. (Assignee), Washington, D. C.—Granted consent to voluntary assignment of license of station WOL, from American Broadcasting Co. to Iowa Broadcasting Company, for a total consideration of \$38,367.41. (B1-AL-434)
- WMT**—Iowa Broadcasting Co. (Assignor), American Broadcasting Co. (Assignee), Cedar Rapids, Iowa—Granted consent to voluntary assignment of license of station WMT from Iowa Broadcasting Co. to American Broadcasting Company, for a consideration of \$35,081.55. (B4-AL-433)
- WGCM**—WGCM, Inc. (Assignor), WGCM Broadcasting Co., a co-partnership composed of Hugh O. Jones, William E. Jones and James O. Jones (Assignee), Gulfport, Miss.—Granted consent to voluntary assignment of license of station WGCM from WGCM, Inc., to WGCM Broadcasting Co., a co-partnership composed of Hugh O. Jones, Wm. E. Jones and James O. Jones. (B3-AL-436)
- WLAY**—Joseph Wiggs Hart and Joseph Carl Russell (Transferees), Frank Mitchell Farris, Jr. (Transferee), Muscle Shoals Broadcasting Corp. (Licensee), Muscle Shoals, Ala.—Granted consent to acquisition of control of Muscle Shoals Broadcasting Corp., licensee of station WLAY, by Frank Mitchell Farris, Jr., through purchase of 666 $\frac{2}{3}$ shares, or 66 $\frac{2}{3}$ % of capital stock of licensee for a consideration of \$16,000. (B3-TC-380)
- WSAI**—The Crosley Corp., Cincinnati, Ohio—Granted extension of time to permit the licensee to operate its booster amplifier by remote control, waiving the requirements of Sec. 2.53 of the Rules; conditions.
- WQAM**—Miami Broadcasting Co., Miami, Fla.—Granted petition to reconsider and grant without hearing application for modification of license to use auxiliary transmitter during night hours of operation; application removed from hearing docket and granted.
- W9XLA**—KLZ Broadcasting Co., Denver, Colo.—Granted construction permit to change from experimental high frequency broadcast station to a developmental broadcast station, install a new transmitter, change power from 100 watts to 1 KW, change frequency from 25400 to 43500 kc., and change emission to special for frequency modulation; unlimited time. Also granted construction permit for satellite station to be used with W9XLA, using 100 watts power; special emission, unlimited time. These applications are granted subject to the conditions that the special temporary experimental authorization may be terminated by the Commission at any time without advance notice or hearing if in its discretion the need for such action arises. Nothing contained herein shall be construed as a finding by the Commission that the authority granted is or will be in the public interest beyond the express terms hereof; also subject to procedural requirements of the January 26, 1944, statement of policy.
- WQBC**—Delta Broadcasting Co., Inc., Vicksburg, Miss.—Granted license to cover construction permit which authorized change in frequency to 1420 kc., increase in power to 500 watts night, 1 KW LS, and hours of operation to unlimited (B3-L-1829). Also granted authority to determine operating power by direct measurement of antenna power. (B3-Z-1628)
- WRLD**—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, and Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Granted license to cover construction permit for new station to operate on 1490 kc., 250 watts, unlimited time (B3-L-1820); also granted authority to determine operating power by direct measurement of antenna power. (B3-Z-1613)
- WDOD**—WDOD Broadcasting Corp., Chattanooga, Tenn.—Granted authority to determine operating power by direct measurement of antenna power. (B3-Z-1616)
- WPAR**—Ohio Valley Broadcasting Corp., Parkersburg, W. Va.—Granted authority to determine operating power by direct measurement of antenna power. (B2-Z-1624)

- Columbia Broadcasting Co., Inc.**, Portable-Mobile, area of Columbus, Ga.—Granted construction permit for new relay broadcast station; frequency 1622, 2058, 2150 and 2790 kc., 15 watts. (B3-PRY-442)
- KABH**—Tri-State Broadcasting System, Inc., area of Shreveport, La.—Granted 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. (B3-ALRY-23)
- KXA**—American Radio Telephone Co., Seattle, Wash.—Granted petition insofar as it requests intervention in the hearing on the applications of Albuquerque Broadcasting Co. (KOB) in (Dockets 6584 and 6585).
- Mississippi Broadcasting Co., Inc.**, Jackson, Miss.—Granted request for continuance of the consolidated hearing of the applications of Birney Imes, Jr., Meridian, Miss.; and petitioner's applications for new stations at Jackson and Macon, Miss. (Dockets 6596, 6658 and 6659), and continued same to October 20. Also granted motion to take depositions, waiving Sec. 1.221 of the Rules.
- The Finger Lakes Broadcasting System** (Gordon P. Brown, owner), Geneva, N. Y.—Granted petition to take depositions in re application for new station. (Docket 6604)

DESIGNATED FOR HEARING

- KMBC**—Midland Broadcasting Co., Kansas City, Mo.—Designated for hearing application for construction permit to change operating assignment from 980 kc., 5 KW, directional antenna night, unlimited, to 540 kc., 50 KW, unlimited time, and change antenna design and transmitter location. (B4-P-3629)
- WSYR**—Central New York Broadcasting Corp., Syracuse, N. Y.—Designated for hearing application for construction permit to make changes in daytime directional antenna (engineering issues involved). (B1-P-3640)
- A. G. Beaman and T. B. Baker, Jr.**, a partnership, d/b as Capitol Broadcasting Co., Nashville, Tenn.—Designated for hearing application for construction permit for new station to operate on 1450 kc., 250 watts power, unlimited time, to be consolidated with the hearing on applications of Nashville Radio Corp. (B3-P-3034); Nashville Broadcasting Co. (B3-P-3190); Tennessee Broadcasters (B3-P-3621) and J. W. Birdwell. (B3-P-3651)
- WTAD**—Illinois Broadcasting Corp. (Assignor), Lee Broadcasting, Inc. (Assignee), Quincy, Ill.—Designated for hearing (Commissioner Jett dissenting), application for consent to voluntary assignment of license of station WTAD from Illinois Broadcasting Corp. to Lee Broadcasting, Inc. (B4-AL-440)

LICENSE RENEWALS

- The following stations were granted renewal of licenses for the period ending November 1, 1945:
- KFAC**, Los Angeles; **KFOX**, Long Beach, Cal.; **KVOR**, Colorado Springs, Colo.; **WATR**, Waterbury, Conn.; **WHBF**, Rock Island, Ill.; **WHLI**, Niagara Falls, N. Y.; **WISH**, Indianapolis, Ind.; **WKNE**, Keene, N. H.; **WNAC** and auxiliary, Boston; **WORC**, Worcester, Mass.
- WBBB**—Alamance Broadcasting Co., Inc., Burlington, N. C.—Granted renewal of license for the period ending May 1, 1947.
- WISN**—Hearst Radio, Inc., Milwaukee, Wis.—Granted renewal of license for main and auxiliary transmitter for the period ending May 1, 1947.
- KFAB**—KFAB Broadcasting Co., Lincoln, Neb.—Present license further extended upon a temporary basis only, pending determination on application for renewal, for the period ending Dec. 1, 1944.
- WBBM**—Columbia Broadcasting System, Inc., Chicago, Ill.—Present license further extended upon a temporary basis only, pending determination on application for renewal, for the period ending Dec. 1, 1944.
- KFAB**—KFAB Broadcasting Co., Lincoln, Neb.; **WBBM**—Columbia Broadcasting System, Inc., Chicago, Ill.—The special service authorization of these stations for synchronous operation from sunset at Lincoln, to 12 midnight, were further extended upon a temporary basis only for the period ending Dec. 1, 1944; conditions.

WGBF—Evansville on the Air, Inc., Evansville, Ind.—Granted renewal of license on a temporary basis only, for the period ending November 1, 1945, upon the express condition that it is subject to whatever action may be taken upon pending application for renewal.

WBAX—John H. Stenger, Jr., Wilkes-Barre, Pa.—Temporary license for station WBAX was further extended from Sept. 22 to December 22, 1944, upon consideration of petition filed by licensee.

The following relay broadcast stations were granted renewal of licenses for the period ending December 1, 1944:

WATB, Indianapolis Broadcasting, Inc.; WAID, WAUQ, WGBE and WGBH, Onondaga Radio Broadcasting Corp.

KBQA—Winona Radio Service, Area of Winona, Minn.—Granted renewal of relay broadcast station license for the period ending Feb. 1, 1945.

WBAF—L. B. Wilson, Inc., Area of Cincinnati, Ohio.—Granted renewal of relay broadcast station license for the period ending May 1, 1945.

KALO—Intermountain Broadcasting Corp., Area of Salt Lake City, Utah.—Granted renewal of relay broadcast station license for the period ending November 1, 1945.

The following stations were granted renewal of relay broadcast station licenses for the period ending May 1, 1946:

KIEO, Airfan Radio Corp., Ltd.; WALH, Piedmont Publishing Co.; KWFR, Wichita Broadcasters; WAHF, WTAR, WAHF, WTAR Radio Corp.

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

WPEG, General Electric Co.; WAEB, Southeastern Broadcasting Co., Inc.

The following stations were granted renewal of relay broadcast station licenses for the period ending May 1, 1947:

WDAJ, Tampa Times Co.; WTHB, The Tribune Co.; WDAC, State of Wisconsin; WAIX, WJHL, Inc.

DOCKET CASE ACTION

The Commission announced its Findings of Fact, Conclusion, and Order (B-199), granting the application of Joe L. Smith, Jr., licensee of Station WJLS, Beckley, West Virginia, for construction permit to change frequency from 1240 to 560 kilocycles, with 250 watts day, 100 watts night, unlimited time, subject to the condition that permittee submit proof of performance showing minimum effective field intensity of 150 mv/m for 1 kilowatt. (Docket No. 5972) Commissioner Jett dissented; Chairman Fly and Commissioner Wakefield not participating.

In its Conclusion the Commission states:

"In the instant case there are no other transmission facilities in the town or towns in the proposed service area. At present, the applicant operates on a local channel assignment, 1240 kc., and there are no station assignments on that frequency or on adjacent frequency channels which would preclude its continued operation as presently licensed. However, the proposed operation will provide a significant gain in the primary service area during daytime hours as a result of which a new service will be rendered to 110,741 persons and the service area will be increased by 1,390 square miles. With reference to whether adequate economic support is available for a Class III station, there is no question of the applicant's financial ability to carry out the proposed operation. With reference to the question of whether it would be 'practicable from an engineering point of view to establish a Class III station,' the testimony disclosed that the applicant intends to apply for an increase in power to 1 KW day, 500 watts night, when materials and equipment become available so as to operate on this frequency as a Class III station.

"From the evidence presented it appears that the interference to WFIL, intervenor, will not increase the RSS to that station and accordingly, there will be no loss of service.

"In view of all the evidence it appears that the granting of the instant application would tend toward a fair, efficient, and equitable distribution of radio service as contemplated by the Communications Act of 1934, as amended, and that public interest, convenience and necessity will be served by a grant of the instant application."

MISCELLANEOUS

Fred B. Wilson and Channing Cope, d/b as Chattahoochee Broadcasters, Marietta, Ga.—Granted motion to postpone consoli-

dated hearing now scheduled for September 18, 1944, on applications of Chattahoochee Broadcasters (Docket No. 6647) and Marietta Broadcasting Co. (Virgil V. Evans, Owner) (Docket No. 6646) for new station at Marietta, Ga.; hearing postponed to November 17, 1944. Granted petition filed by Chattahoochee Broadcasters to accept its appearance which was due to be filed September 4, 1944, in the matter of its application, and accepted petitioner's appearance for filing.

Murray Mester and Meyer Mester—Granted motion filed by Murray Mester and Meyer Mester, transferee applicants in the matter of transfer of control of Wodaam Corporation, licensee of Station WOV, New York City, for order to take depositions. (Docket No. 6598)

Mississippi Broadcasting Co., Inc., Jackson, Miss.—Adopted order denying petition filed by Mississippi Broadcasting Co., Inc., for severance of its application for construction permit (B3-P-3642) from the consolidated hearing designated on that application, as well as its application for construction permit for new station at Macon, Miss. (B3-P-3612), and the application of Birney Imes, Jr., for construction permit for new station at Meridian, Miss. (B3-P-3588)

J. P. Fishburn, President, Times-World Corp., Licensee of Station WDBJ, Roanoke, Va.—Granted request of J. P. Fishburn, President of Times-World Corp., licensee of station WDBJ, for reconsideration and grant of application for renewal of license, which was designated for hearing under the multiple ownership rule, because of Fishburn's directorship and stock interest in the second Roanoke station, WSLS. Mr. Fishburn has now resigned his directorship in Roanoke Broadcasting Corp., WSLS.

Nashville Radio Corp., Nashville, Tenn.—Adopted order denying petition filed by Nashville Radio Corp. for withdrawal from consolidated hearing and grant of its application for construction permit for new station. (Docket No. 6108)

KMBC—Midland Broadcasting Co., Kansas City, Mo.—Adopted order denying petition for amendment of Section 2.71 of the Commission's General Rules and Regulations; petitioner requested that the Commission take steps necessary and appropriate to the end that the frequency 540 kc., which is not at the present time assigned for use of standard broadcast stations, be classified as a standard broadcast frequency, or that the Commission take such steps as it believes necessary or desirable in order to remove the present obstacles to the consideration of its application for construction permit for use of the frequency 540 kc. as one within the Rules and Regulations.

KFAC—Los Angeles Broadcasting Co., Inc., Los Angeles, Cal.—Granted modification of construction permit which authorized move of transmitter and installation of new antenna, for extension of completion date to Oct. 15, 1944. (Action taken 9-12-44)

The following applications for new high frequency FM broadcast stations were placed in the pending files in accordance with Commission policy of Feb. 23, 1943:

Middle Georgia Broadcasting Co., Macon, Ga.; Lloyd A., Martha P., Milton A. and Grace M. Pixley, partners, d/b as The Pixleys, Columbus, Ohio; Radio Sales Corp., Seattle, Wash.;

WMLL—Evansville on the Air, Inc., Evansville, Ind.—Placed in the pending files in accordance with Commission policy adopted Feb. 23, 1943, the application for construction permit to change frequency, move transmitter and install new antenna and transmitter in FM broadcast station.

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

Blue Network Co., Inc., New York; Blue Network Co., Chicago; Blue Network Co., Inc., Los Angeles; Maison Blanche Co., New Orleans; United Broadcasting Co., Cleveland, Ohio; The Yankee Network, Inc., Boston, Mass.

Atlantic Broadcasting Co., Savannah, Ga.—Passed for one week motion to consolidate application of petitioner with that of WGPC. (Docket 6642)

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Granted petition for continuance of hearing in re application for construction permit (Docket 5994) now set for Sept. 25, and continued hearing to October 25, 1944.

Marietta Broadcasting Co., Virgil V. Evans, Owner, Marietta, Ga.—Denied motion for continuance of consolidated hearing now scheduled for November 17, in re application for con-

struction permit by petitioner (Docket 6646), and application of Chattahoochee Broadcasting Co., Marietta, Ga. (Docket 6647)

Rev. Sam Morris, San Antonio, Texas.—Denied motions requesting that the Commission amend and enlarge the issues in the hearings on the renewal applications of (KGKO) KGKO Broadcasting Co., Fort Worth, (WBAP) Carter Publications, Inc., Fort Worth, and (WFAA) A. H. Belo, Dallas, and to require statements from each of the licensees concerning the operation of said stations. (Comrs. Walker and Durr voting "no")

APPLICATIONS FILED AT FCC

560 Kilocycles

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Extension of special service authorization to operate by the indirect method on 560 kc. with power of 250 watts night and 1 KW daytime, unlimited time for the period ending 2-1-45.

1010 Kilocycles

WINS—Hearst Radio, Inc., New York, N. Y.—Modification of construction permit (B1-P-3026 as modified, which authorized increase in power, installation of new transmitter and changes in directional antenna) for extension of completion date 11-3-44 to 11-3-45.

1230 Kilocycles

WMPC—The Liberty Street Gospel Church of Lapeer, Lapeer, Mich.—Modification of license to change specified hours of operation by adding the hour 9:00 a. m. to 10:00 a. m., EST, daily except Saturday.

1240 Kilocycles

KVSO—The Ardmoreite Publishing Co., Ardmore, Okla.—Voluntary assignment of license to John F. Easley.

1330 Kilocycles

KFAC—Los Angeles Broadcasting Co., Inc., Los Angeles, Calif.—Modification of construction permit (B3-P-3551 which authorized move of transmitter and installation of new antenna) for extension of completion date from 9-15-44 to 10-15-44.

1390 Kilocycles

KLPM—John B. Cooley, Minot, N. Dak.—Voluntary assignment of license to John B. Cooley, Ethel H. Cooley and Carroll W. Baker, d/b as Minot Broadcasting Company.

1400 Kilocycles

WAGF—John T. Hubbard, Julian C. Smith, Fred C. Mosely and Horace Hall, d/b as Dothan Broadcasting Co., Dothan, Ala.—Modification of license to change hours of operation from daytime to unlimited with power of 250 watts day and night.

1580 Kilocycles

NEW—Fred Weber, E. A. Stephens, and William H. Talbot, d/b as Texas Broadcasters, Houston, Texas—Construction permit for a new standard broadcast station to be operated on 1560 kc., power of 1 KW and unlimited hours of operation. Amended to change requested frequency to 1580 kc., power to 500 watts night, 1 KW daytime and specify a transmitter site.

FM APPLICATIONS

NEW—Missouri Broadcasting Corp., St. Louis, Mo.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45100 kc. with coverage of 13,200 square miles. Amended to change requested frequency to 46700 kc.

NEW—WJAC, Inc., Johnstown, Pa.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45100 kc. with coverage of 21,792 square miles.

NEW—Maryland Broadcasting Company, Baltimore, Md.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48900 kc. with coverage of 2,904

square miles. Amended to change requested frequency to 44100 kc., coverage to 28,898 square miles, change type of transmitter, antenna and transmitter location.

NEW—Minnesota Broadcasting Corp., Minneapolis, Minn.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45300 kc. with coverage of 16,155 square miles.

TELEVISION APPLICATIONS

NEW—Columbia Broadcasting System, Inc., Chicago, Ill.—Construction permit for a new experimental television broadcast station to be operated on 460000 to 476000 kc., 1 KW (peak) power and A5 emission.

NEW—Columbia Broadcasting System, Inc., St. Louis, Mo.—Construction permit for a new experimental television broadcast station to be operated on 460000 to 476000 kc., 1 KW (peak) power and A5 emission.

NEW—Columbia Broadcasting System, Inc., Boston, Mass.—Construction permit for a new experimental television broadcast station to be operated on 460000 to 476000 kc., 1 KW (peak) power and A5 emission.

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.), ESR 1546. Amended to change ESR to 1548.

NEW—Columbia Broadcasting System, Inc., Pasadena, Calif.—Construction permit for a new experimental television broadcast station to be operated on 460000 to 476000 kc., 1 KW (peak) power and unlimited hours of operation.

MISCELLANEOUS APPLICATIONS

W8XAL—The Crosley Corp., Cincinnati, Ohio—Extension of special experimental authorization to operate a 1 KW transmitter on 6080 kc., A0 and A1 emission for identification purposes only, to be used with all international broadcast stations licensed to The Crosley Corp., for the period ending 11-1-45.

W8XCT—The Crosley Corp., Cincinnati, Ohio—Modification of construction permit (B2-PVB-23 as modified which authorized construction of new experimental television broadcast station) for extension of completion date from 10-28-44 to 4-28-45.

NEW—John Mercer Reid, operating as Broadcasting Station CKFI, Ontario, Canada—Authority to transmit programs from International Falls, Minnesota, to station CKFI, Fort Frances, Ontario, Canada.

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.

Giljan Medicine Co., Inc., Keith Building, Cincinnati, and its officers, Henry S. Dunlap, George E. Remus and Mrs. Blanche Watson, are charged in a complaint with disseminating false advertisements concerning the therapeutic properties of a medicinal preparation they sell under the names "Giljan" and "Giljan Laxative Compound." (5216)

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:

Bureau of Engraving, Inc., and **Art Instruction, Inc.**, both located at 500 South Fourth Street, Minneapolis, have been ordered to cease and desist from misrepresentations with reference to correspondence courses. Bureau of Engraving, Inc., is engaged in commercial printing and engraving of advertising matter. Art Instruction, Inc., formerly called Federal Schools, Inc., conducts a correspondence school giving instructions in commercial designing, illustrating and cartooning. It is a subsidiary of and was organized by Bureau of Engraving, Inc. (4914)

Davenport Candy-crafts, 168 South Division Street, Spokane, Wash., have been ordered to cease and desist from the use of lottery methods in the sale and distribution of their products. The Commission finds that the respondents have so packed and assembled certain assortments of candy sold by them as to involve the use of games of chance or lottery schemes in their sales to ultimate purchasers. (5083)

National Committee for Education, 147 West 22nd Street, New York, selling and distributing reference books designated "Standard American Encyclopedia" and the "University of Knowledge Wonder Books," has been ordered to cease and desist from misrepresentation of the books sold by him and from other deceptive acts and practices. (4877)

Pioneer Specialty Co. and **Candyland Co.**, 38 Crosby Ave., Brooklyn, selling and distributing candy to dealers, has been ordered to cease and desist from unfair and deceptive practices in commerce through the use of over-size containers or cartons in packing his products. (5128)

Southgate Brokerage Company, Inc., of 249 West Tazewell St., Norfolk, Va., has been ordered to cease and desist from receiving and accepting, directly or indirectly, from any seller, brokerage or commissions on its own purchases of food products and other merchandise, in violation of the Robinson-Patman Act. (4821)



WAR DEPARTMENT UPHOLDS NAB PROTEST ON QUESTIONNAIRE

Immediate investigation by the War Department of NAB's protest over the circulation of a 1,008 part questionnaire (NAB REPORTS September 22) brought War Department agreement with the industry position.

The letter upholding NAB's protest reads as follows:

"In answer to your letter of 19 September regarding the questionnaires sent to radio stations by army public relations officers in the Midwest, this is to advise you that the War Department had not approved this procedure, and has since advised public relations officers that such requests are not to be made of radio stations or networks."

STATION CIRCULATION PLAN PROGRESSES

Gratifying progress is being made in perfecting the plan approved by the membership at the War Conference for the establishment of an agency to bring about a standardized method of station circulation.

Roger Clipp, WFIL, Chairman of NAB's Research Committee, with Hugh Feltis, former chairman and now Board coordinator of the movement; J. H. Ryan, President; Paul Peter, Research Director; and Lewis Avery, Director of Broadcast Advertising, met with Paul West, President, and a committee representing the Association of National Advertisers in New York on Friday (22). This representative committee of ANA enthusiastically endorsed the project and pledged its cooperation. Follow up conferences are now in progress, out of which it is expected a definite plan of organization will emerge. AAAA, through President Frederick Gamble continues to manifest deep interest and is cooperating actively. Everything points to a successful outcome.

ALLOCATION HEARINGS LAUNCHED

The allocation hearings before the Federal Communications Commission got under way yesterday (28), and will continue for several weeks. The initial appearance was made by Dr. L. P. Wheeler, Chief of the FCC Technical Information Division. Dr. Wheeler presented factual data on high frequency propagation phenomena, including the Commission's observation of bursts and sky wave transmission within the present FM and television bands.

Introducing the Radio Technical Planning Board presentations, Dr. W. G. R. Baker, RTPB Chairman, was the next witness. Dr. Baker outlined the events leading to the formation of RTPB, its organization and procedure and the division of responsibility among the various panels.

Following Dr. Baker, Howard S. Frazier, Chairman of Panel 4 (NAB Director of Engineering) presented a preliminary report for that panel. A full copy of Mr. Frazier's remarks appears elsewhere in this issue of the REPORTS.

C. M. Jansky, Jr., Chairman of Panel 5 (frequency modulation) and David Smith, Chairman of Panel 6 (tele-

CORRECTION

In last week's NAB REPORTS (page 349) an item was carried regarding questionnaires. It was stated that no questionnaires that have not been cleared by the Committee on Government Questionnaires (properly designated as the Advisory Committee) were supposed to be sent from any governmental department. This was in error. The control of questionnaires emanating from any government department or agency rests with the Bureau of the Budget. We repeat our request that any station receiving a questionnaire from a governmental agency advise NAB.

vision), were then heard. Each introduced as exhibits the reports of their panels, the salient points of which have been covered in previous issues of NAB REPORTS.

A new schedule for the hearings has been issued. It differs from the original notice (see NAB REPORTS page 349) in that hearings will be held on Tuesday, Wednesday, Thursday, Friday and Saturday of each week instead of Monday, Wednesday, Thursday, Friday and Saturday. Group 2 which covers standard broadcast, frequency modulation, non commercial educational, television, facsimile broadcast and other broadcast services will be reached on October 10 instead of the 9th. Witnesses in these hearings will be heard on October 10, 11, 12, 13, 14 and 17.

ODT SALUTES RADIO

J. M. Johnson, Director of the Office of Defense Transportation, in a letter to President Ryan writes in part as follows:

"I am taking this opportunity to convey to the broadcasters of America my deep appreciation of their assistance in the Government's travel conservation program. Without the aid of the broadcasters and the associated public information media the remarkable record of war transportation in the United States would not be possible.

"Broadcasters have so fully responded to our calls for help, particularly during the past four months, that I doubt if a single radio listener anywhere in the Nation is unfamiliar with the transportation situation and the part he is expected to play."

Director Johnson points out the enormous job ahead. He observes that termination of hostilities in Europe will result in a tremendous impact on railroads caused by reversing the flow of traffic from east to west. He further

(Continued on page 356)



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*.

ODT SALUTES RADIO

(Continued from page 355)

observes that demands for military and civilian transportation of freight will be greater than in any time in history. Passenger transportation by rail and inter-city bus continues to increase due to the high level of military movements and a rapidly increasing amount of furlough travel.

Mr. Johnson says, "I do not believe that there will be any real or lasting solution to the transportation problem—either freight or passenger—until the end of hostilities with Japan. I am, therefore, asking, through you, that the broadcasters continue, and wherever possible intensify, their efforts toward transportation conservation."

His letter ends, "Again may I express my sincere appreciation for the very real help the American broadcasters have been to us."

NAB AT NABET HEARING

John Morgan Davis, NAB General Counsel for Labor Relations, attended the National Labor Relations Board hearing in New York on Thursday (28), involving the disputed jurisdiction between NABET and AFM over platter turners in network key stations. A full report of the meeting will be carried in a subsequent issue of the REPORTS.

NAB POLITICAL PAMPHLET GETS WIDE NATIONAL DISTRIBUTION

(As released by NAB News Bureau)

"Is Your Hat in the Ring?" the National Association of Broadcasters pamphlet which tells candidates for office how best to prepare and deliver a political speech over the radio, is being placed in the hands of office seekers in all the forty-eight states.

Praised and used in quantity by the Democratic and Republican National Committees, candidates on state ballots are now being covered with the assistance of state authorities throughout the nation.

NAB sent samples of the booklet to the Secretaries of the forty-eight states, requesting the names and addresses of all candidates of all parties for state offices. Replies poured in and the NAB headquarters staff is now plowing through lists which total thousands of candidates for office.

The sixteen-page booklet urges simple language, conversational style and realization that people listen to the radio in their homes, not in a convention hall.

Proper timing of remarks, cooperation with the station, how to address the microphone, advice against clearing the throat—all are covered in the educational piece—including rules and regulations of the Federal Communications Commission.

SOUND OF LIBERTY BELL RECORDED FOR STATIONS

The sound of Liberty Bell has been recorded for V-Day. Pressings are on their way to all NAB member stations,

by order of the Board of Directors, preceded by a letter describing the recording and urging the observance of dignity and solemnity in its use when victory is announced.

Acting on the suggestion of members of the industry and Sol Taishoff, Publisher of *Broadcasting* magazine, NAB undertook to provide the industry with the recording of Liberty Bell as appropriately commemorative of approaching military triumph and as a valuable addition to every transcription library.

Restricted to the use of a rubber mallet in sounding the bell, recording engineers conducted extensive experiments with the "pick-up" from Independence Hall before waxing the most revered sound in American history. The result is declared to be the best possible modern reproduction of the bell which intoned the Declaration of Independence to our forefathers.

One of the five cuts on the record is preceded by the following copy delivered by an announcer:

"Independence Hall, in the City of Philadelphia, holds America's most treasured possession—our greatest symbol of freedom—Liberty Bell. No longer in common use, as when it summoned our forefathers to meeting and rang out the glorious news of independence, Liberty Bell is now revered as a shrine. Its historic tones do not pass beyond the walls of Independence Hall.

"The miracle of radio, however, has expanded these walls as if by magic to include the whole world. Recorded for posterity and broadcast for lovers of freedom everywhere, radio now brings us the most inspiring sound in the history of our nation—as Liberty Bell again fulfills its original inscription—'Proclaim Liberty Throughout All the Land Unto All the Inhabitants Thereof!'"

MEMBERS REQUESTED TO SEND "RADIO'S PUBLIC SERVICE IN TIME OF WAR" TO CONGRESSMEN

We can think of no good reason why a NAB member shouldn't send a copy of Harold Ryan's speech "Radio's Public Service in Time of War" to his candidate for Congress, but there are a lot of reasons why he should. The pamphlet tells a good story well. You introduce Harold Ryan and the NAB to your present and future Congressman, which is the way it ought to be. And it serves as a vehicle for you to tell your Congressman what a vital industry Broadcasting is and how deserving it is of Legislative consideration. If you need extra copies let us know. When you write your Congressman, please make an extra copy of the letter and send it to NAB.

STATIONS URGED TO SUBMIT ENTRIES FOR PEABODY AWARDS

Athens, Ga.—The attention of station managers interested in the 1944 George Foster Peabody Radio Awards is called to the fact that they may submit their own entries in addition to those which may be suggested by local listening committees. As many as desired may be filed under the following qualifications:

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

Entries may also be submitted by networks, radio editors of newspapers and magazines, listener groups, or any per-

son or organization wishing to direct the attention of the Peabody Board to a special program.

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

Each entry should give:

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

The Peabody Awards are administered by the Henry W. Grady School of Journalism assisted by the National Association of Broadcasters. Mrs. Dorothy Lewis, NAB co-ordinator of listener activity, has set up an increased number of listening posts throughout the nation to make recommendations to the advisory boards.

WPB TRANSFERS AND EXTENDS MAINTENANCE REPAIR RATINGS

Provisions for securing priorities assistance in radio communication, broadcasting, commercial recording and public address systems for maintenance, repair and operating have been transferred from War Production Board Preference Rating Order P-133 to Controlled Materials Plan Regulation 5, and Direction 23 to CMP Regulation 5, WPB announced today. Simultaneously Order P-133 was revoked.

In order to insure the adequacy of our foreign communications, United States international point-to-point radio communication companies may now secure special maintenance, repair and operating assistance under CMP Regulation 5, Direction 23. International point-to-point communication companies are defined by WPB as those owning stations licensed by the Federal Communications Commission to handle international communications, including code, voice and pictorial matter, WPB Radio and Radar Division officials explained.

The special rule allowing international point-to-point radio communication carriers to use MRO preference rating AA-1 for rearranging and modifying their facilities formerly in P-133, will be continued under CMP-5 in order to enable the three or four American companies engaged in this business to move speedily to meet the overseas communications demands, especially of the Army and the Office of War Information, in providing services as new territories are occupied or liberated, WPB officials pointed out.

Specifically, Direction 23 authorizes any person engaged in commercial international point-to-point radio communication to use preference rating AA-1 and the CMP allotment symbol MRO to rearrange, modify or expand existing facilities and equipment, except buildings, either to maintain his regularly established services, or to provide whatever new or modified services may be necessary to render services by or for the United States Army, Navy or Governmental Agency, or any foreign agency. Limitations as to the cost of materials used in any one such project have been increased from \$1,500 to \$2,500. Prohibitions of CMP-5 against securing maintenance, repair and operating supplies for export, and the rules of Conservation Order L-41 requiring construction authorization, do not apply to activities permitted by Direction 23, it was explained.

The general requirements covering MRO assistance to all other types of radio stations, previously covered by P-133, were revised, officials said.

Under P-133, radio station was not permitted to use the MRO rating for securing new capital equipment. Interpretation No. 1 to P-133 specifically pointed out that the rating could not be used for capital replacements or additions, such as amplifiers, turntables, microphones, etc. Under CMP Regulation 5, however, stations will be able to use their MRO rating for the purchase of new equipment of this kind, whether for replacement or as additional equipment, so long as the total value of the new equipment for any one complete capital addition does not exceed \$500, Radio and Radar Division officials said.

Another provision of P-133 limited stations to one new and one rebuilt spare tube per socket, whereas the new regulation does not place any specific limit on the number of such spare tubes that may be kept on hand.

Heretofore under P-133 no limit was placed on the amount of money that was expended for MRO purposes provided purchases were in strict accordance with the limits of the order. Hereafter the total amount that may be spent for MRO under CMP-5 in any calendar quarter may not exceed one-fourth of the expenditures in the whole year 1942; except that if present expenditures do not exceed \$5,000 a year, the purchases do not have to be based on 1942 purchases. It was pointed out, however, that if this limitation works any hardship on a station, an appeal for increased MRO quota may be filed under CMP-5.

It was made clear that this ruling does not legalize MRO ratings that have been illegally extended in the past, but does allow the station owner considerably more freedom to acquire additional material and equipment.

FRAZIER TESTIFIES FOR PANEL 4

Appearing in his capacity as Chairman of Panel 4, RTPB, Howard S. Frazier, NAB Director of Engineering, testified as follows at the Allocation Hearings.

Introduction and Scope of Panel

In this preliminary and brief report on the work of Panel 4 of RTPB to the Federal Communications Commission I shall outline the scope of the Panel's activities, the organization of the Panel, describe the industry representation and the present status of the allocation proposals now under consideration. The scope of the Panel as defined by Dr. Baker, Chairman of RTPB, is as follows:

"The review and further development of standards with reference to broadcasting on medium frequencies."

This directive has been interpreted broadly by the Panel. We have proceeded on the basis that the Panel's primary function is the consideration of engineering matters within the present broadcast band of 1600 to 550 kilocycles, together with such supplementary services as broadcast relay pickups, studio-transmitter links, inter-station program relays and ultra high frequency control of satellite transmitters. The Panel has also considered the possible use of frequencies outside the present standard broadcast band for amplitude modulated broadcast service as a possible means of improving coverage by the addition of new channels in areas not adequately served at the present time. The alleviation of existing interference conditions within the broadcast band is a subject of study within the Panel and progress has been made in this direction.

Organization of Panel and Analysis of Membership

Panel 4 now has a total membership of 80. Of this number 48 are voting members, 22 are alternates and 10 are observers, representing agencies of the United States

government, the British Broadcasting Corporation and the Canadian Broadcasting Corporation. The work of the Panel is carried on through three principal committees which have been further divided into subcommittees or task groups. The three committees are Allocation, Transmitter and Receiver. The names of the committees are self-explanatory and describe the functions of each.

The Allocation Committee comprises 18 broadcast station operating engineers, 9 consulting radio engineers who practice before the Federal Communications Commission and 5 engineers representing equipment manufacturers.

The Receiver Committee includes 16 engineers representing manufacturers of broadcast receivers and 4 broadcast station operating engineers.

The work of each committee is directed by the respective chairman and vice chairman and its deliberations and actions are recorded by the committee secretary. The minutes of committee meetings are distributed to the entire Panel membership as a means of coordinating the Panel's work.

Panel and Committee Meetings

The first meeting of Panel 4 was held on January 5, 1944. At this organization meeting the three committees were formed; each held its initial meeting on the afternoon of that day. According to present progress, it should be possible to hold the second meeting of Panel 4 within the next six or eight weeks. At that time sufficient progress should have been made with the work of the committees to permit the Panel's consideration of the first overall report to the Radio Technical Planning Board.

Each of the three committees has held its second meeting. Both the Transmitter and Receiver Committees met on May 10 of this year and the Allocation Committee met on July 11. Considerable progress was made by all committees at their second meetings and action was taken on many of the agenda items. It is the recommendations of these committees that will be presented to the Federal Communications Commission during the present hearings.

On September 15 a letter was addressed to the entire Panel membership setting forth the committee's allocation proposals to be submitted to the Commission on behalf of Panel 4. I shall quote the last paragraph of this letter.

"All the panel members are requested to review this presentation to the Federal Communications Commission and advise the undersigned immediately as to any allocation proposals which do not meet with their approval."

So far, I have received only one communication from the membership as a result of this letter. This communication requests relay pickup frequencies in addition to those I will transmit to the Commission on behalf of the Panel. Therefore, we can assume that there is substantial agreement within the Panel to the allocation proposals to be submitted during the course of these hearings.

Main Allocation Objectives

The main allocation objectives of the Panel have been to find a means of improving rural coverage and the alleviation of existing interference conditions to broadcast stations. Two of the Panel's proposed recommendations deal directly with these problems. The first is the proposal to extend the lower end of the broadcast band to 520 kilocycles; the second is the recommendation to increase the field intensity of existing stations in populous areas, now suffering from interference, or not receiving sufficient signal from the present transmitters, through the use of unattended satellite stations operating as synchronous transmitters on the presently assigned frequency. The use of satellite transmitters in itself is not revolutionary or new but the Panel proposes that these satellites be connected to the main transmitter through ultra high and super high frequency channels. It is believed this

method of connecting the satellite transmitter will overcome many of the technical and economic factors which have discouraged the use of satellites in the past.

Presentation of Exhibit "Tentative Allocation Recommendations of Panel 4 on Standard Broadcasting Including Supplementary Services".

In order that the Commission may have an indication of the probable overall spectrum needs of Panel 4, I am submitting at this time an exhibit identified by RTPB Document No. P4-480-A. This is an exact copy of the allocation proposals distributed by mail to the membership of Panel 4 on September 15, 1944. Attention is directed to the footnotes on the second page of the exhibit which are self-explanatory. All of the frequency assignments set forth in this exhibit have been approved by at least one of the Panel 4 committees, with the exception of the first. That is the proposal to use the frequencies 200 to 400 kc for rural broadcast service. The Allocation Committee has not yet received all reports on this topic and has not taken formal action, other than to place this item on the committee's agenda. It is proposed to discuss further each of these allocation proposals sketching the committee background of each when standard broadcasting is again considered by the Commission on October 10.

General

It seems appropriate at this time to mention other topics considered by Panel 4. All are not directly related to allocation problems, but it is believed the listing of these studies will provide a better concept of the background upon which our allocation proposals will be based.

Some of the studies, of sufficient importance to warrant mention now, are the following:

Consideration of average sky wave curves; review of the FCC Standards of Good Engineering Practice; the use of directional antennas by local channel stations; methods of measuring directional antenna power; the use of half wave antennas by local stations; possible improvements in broadcast antenna design; the use of sub-audible frequencies for signaling and other purposes; static neutralizers; the reduction of receiver radiation; and the possible use of frequencies in the band between 3 and 17 megacycles for rural broadcast service.

DOROTHY LEWIS, NAB COORDINATOR OF LISTENER ACTIVITY, TAKES FALL TOUR

(As released by NAB News Bureau)

"Radio and Public Service," "Radio, the 4th R," "Radio Pattern for Children's Programs," "Radio's Unlimited Horizons," are some of the subjects that Dorothy Lewis, Coordinator of Listener Activity of the National Association of Broadcasters, will discuss on her fall tour of seventeen western and northwestern states. She will meet representatives of local organizations and educational groups for Radio Conferences in the following key cities to gain their reactions to radio programming and the coming postwar role. . . . Syracuse, Utica, Chicago, Omaha, Salt Lake City, Los Angeles, Fresno, San Francisco, Sacramento, Reno, Portland, Seattle, Spokane, Missoula, Bismarck, Fargo, Minneapolis, St. Paul, Duluth, St. Cloud, Albert Lea, Cedar Rapids, Iowa City, Des Moines, Kansas City, Columbia, Mo., St. Louis, Nashville and Cincinnati. Addresses will be made at several state conventions. At colleges and schools, students will join in round-table discussions. Numerous conferences will be held with officers and members of the Association of Women Directors, an organization of 700 women broadcasters.

Mrs. Lewis is a pioneer in the field of listener cooperation and has travelled 125,000 miles in the interest of radio's important place in our democracy. She has assisted in the work of many Radio Councils. These civic bodies bring the wishes of the listeners to the broadcasters and develop areas for closer cooperation in the fields of education, children's programs and public service.

As a member of many national organizations and officer of several, and with a background of rich radio experience, she brings a wealth of material to these conferences. Her study, recently published, "Radio and Public Service," is receiving wide acclaim. She is aiding the war effort in many strategic fields. Among 200 women leaders, she attended the White House Conference last June.

A busy executive, she does not let her work interfere with her devotion to her family, particularly a new grandson. Music and their farm, Echo Corner, Kinderhook, N. Y., are some of her hobbies. This summer, it was the scene of much activity when Mrs. Lewis canned 300 jars of food from the 1944 Victory Garden. Although her trip brings her home Thanksgiving morning, her dinner is all planned in advance and she will take off her hat and put the turkey in the oven.

Dorothy Lewis Itinerary

Oct. 1—Syracuse, N. Y.	Nov. 8—Duluth, Minn.
2—Utica, N. Y.	9—St. Cloud, Minn.
4—Omaha, Neb.	10—St. Paul, Minn.
6—Salt Lake City, Utah	11—Minneapolis, Minn.
11—Los Angeles, Calif.	12—Albert Lea, Minn.
24—Fresno, Calif.	Minneapolis, Minn.
25—San Francisco, Calif.	13—Des Moines, Iowa
26—Reno, Nevada	14—Cedar Rapids, Iowa
27—Sacramento, Calif.	15—Iowa City, Iowa
29—Portland, Oregon	16—Kansas City, Mo.
31—Seattle, Washington	17—Columbia, Mo.
Nov. 2—Spokane, Wash.	20—St. Cloud, Mo.
3—Missoula, Mont.	21—Nashville, Tenn.
6—Fargo, N. Dak.	22—Cincinnati, Ohio
7—Minneapolis, Minn.	23—New York, N. Y.

FORMATION OF NEW YORK RADIO COUNCIL ANNOUNCED

The organization of the New York Radio Council, composed of representatives of women's organizations, patriotic, civic, fraternal and educational groups in New York City, radio stations, and the school system, was announced by Mrs. Harold V. Milligan, President of the National Council of Women, and Chairman Pro-Tem., following the first meeting of the Radio Council at Midston House, Tuesday afternoon, September 26.

"While there are now some forty radio councils in other cities," said Mrs. Milligan, "this is the first time that the movement to bring radio and the listening public into closer contact has been attempted in New York."

The representatives of the organizations and the radio stations, who were present, agreed that the purposes of the Council should be:

To interpret the problems of the radio industry to the public and to bring the wishes of the listeners to the broadcasters.

To provide a meeting ground for the industry, lay participants in radio and the listening public in the promotion of American Radio in its democratic process.

To promote civic interests more effectively by developing closer cooperation between local organizations and the radio stations.

To develop and maintain highest individual standards of radio appreciation. Among the organizations represented were:

Association of University Women
National Council of Women
National Council of Y. M. C. A.

National Girl Scouts
New York Federation of Women's Clubs
National Boy Scouts
New York State D. A. R.
Camp Fire Girls
National Y. W. C. A.
Radio Directors Guild
J. Walter Thompson
Women's Action Committee
New York Federation of Churches
Yonkers Teachers Radio Committee
New York Public Library
New York City School Teachers
New York Federation of Music Clubs

Station managers and representatives from radio stations:

WJZ, WEA, WABC, WOR, WQXR, WMCA, WNYC, WHN, WLIB, WINS, WHOM also hailed the Radio Council project as a valuable development.

The first project of the newly-formed Radio Council will be to enlist the participation of every eligible organization and institution in the city. Also contemplated as future activities are: radio clinics, evaluation of established radio programs in all categories, and study of the extent to which radio is now being utilized in the public and private schools of New York City.

KTSW TRIES CONDENSED RECORDING OF FOOTBALL GAMES

Blocked out of the early evening Friday night time for local highschool football broadcasts, KTSW records the games with a cue system which embraces only the actual play and the bare essentials of the opening, quarter and halftime periods. Time-outs are limited to twenty seconds regardless of their actual length on the field.

This method permits the broadcast of the games by transcription in the later hours of the evening without running past midnight. The condensed account of each game runs approximately one hour and fifteen minutes.

\$500 WAR BOND FIRST PRIZE IN CONTEST TO NAME PROGRAM UNIT

Kansas City, Mo.—In quest of a title with both promotional value and national appeal for a new musical unit and library, Arthur B. Church Productions of Kansas City offers \$1000 in war bonds, in a contest closing October 31, 1944, and limited to those connected with advertising, radio, or musical entertainment. First prize is a \$500 bond, with twenty additional prizes of \$25 for runners-up.

Title is to be used for another Arthur B. Church unit, the "Midland Minstrels", whose library of 300 selections will be offered nationally under a new name. A sample recording of the Minstrels, illustrating the actual program for which the title is sought, is available upon request to anyone entering the competition.

In announcing the contest, Arthur B. Church, president of the Midland Broadcasting Company, operating Station KMBC, points out that the library is neither western nor hillbilly in character, but will be made up of instrumental and vocal novelties by the Minstrels, with Bonnie King as vocalist. Bonnie King, a KMBC discovery, who made wide reputation with Bob Crosby's orchestra, and on Decca records with Crosby, is best known as having the sex appeal voice.

Usual contest rules prevail, with the twenty-one winning titles becoming the property of Arthur B. Church Productions. Entries must be postmarked before midnight, October 31, and should be mailed to Arthur B. Church Productions, Hotel Pickwick, Kansas City 6, Mo. Any number of entries may be made by a contestant. Winners will be announced in November.

ASCAP ADDS FOREIGN CATALOG

James E. Markham, Alien Property Custodian, announced that his office has granted to the American Association of Composers, Authors and Publishers (ASCAP) rights for the exploitation and dissemination of certain French symphonic and concert works.

The music affected by the agreement, Mr. Markham explained, is that on which the Société des Auteurs, Compositeurs et Editeurs de Music, popularly known as SACEM, held copyright interests in the United States. The Custodian previously vested the interests of SACEM, whose membership embraces nearly all French composers, including Ravel, Debussy, Dukas, Milhaud, Charpentier and Saint-Saëns.

The Custodian also said that Adolph Vogel, a recognized authority on French music and an official of Elkan-Vogel Company, of Philadelphia, which previously controlled the SACEM music in this country, will be associated with ASCAP in licensing the French compositions.

Mr. Markham said that it is expected that the APC-ASCAP agreement will result in a more extensive use of symphonic music by American orchestras and the new contract will yield greater royalties for the French composers.

CORRECTION

NAB REPORTS of September 15 carried an item about the Nunn stations which did not list them all. Here is the way it should read:

The Nunn Stations, WLAP, Lexington, Ky., WBIR, Knoxville, Tenn., WCMI, Ashland, Ky., and KFDA, Amarillo, Texas, have just sent out new brochures which contain essential market data on their respective territories. The brochures are of the loose-leaf style so that current data may be added periodically.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, October 2. They are subject to change.

Monday, October 2

Consolidated Hearing

NEW—Durham Broadcasting Co., Inc., Durham, N. C.—C. P., 1580 kc., 250 watts, unlimited.

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

Tuesday, October 3

WKBZ—Ashbacker Radio Corporation, Muskegon, Mich.—C. P. to change frequency from 1490 kc. to 1230 kc., 250 watts, unlimited.

Thursday, October 5

WCHS—Charleston Broadcasting Co., Charleston, W. Va.—Renewal of license, 580 kc., 5 KW, unlimited time, DA night.

Friday, October 6

WNLC—Thames Broadcasting Corp., New London, Conn.—C. P. to change frequency from 1490 kc. to 1210 kc., 250 watts, unlimited.

September 29, 1944 — 360

Federal Communications Commission Action

APPLICATIONS GRANTED

WSBC—Gene T. Dyer, Evelyn M. Dyer, John A. Dyer and Elizabeth M. Hinzman, d/b as Radio Station WSBC (assignors), Julius Miller, Oscar Miller, Bertha L. Miller, Gertrude Miller and Arnold B. Miller, co-partners, d/b as Radio Station WSBC (assignees), Chicago, Ill.—Granted consent to voluntary assignment of license of Station WSBC from Gene T. Dyer, Evelyn M. Dyer, John A. Dyer and Elizabeth M. Hinzman, to Julius Miller, Oscar Miller, Bertha L. Miller, Gertrude Miller and Arnold B. Miller, co-partners for a consideration of \$100,000. (B4-AL-410)

WAIR—C. G. Hill, George D. Walker, Susan H. Walker (assignors), C. G. Hill and George D. Walker, d/b as WAIR Broadcasting Co. (assignee), Winston-Salem, N. C.—Granted consent to voluntary assignment of license of Station WAIR, from C. G. Hill, George D. Walker and Susan H. Walker, to C. G. Hill and George D. Walker, d/b as WAIR Broadcasting Co. (B3-AL-439)

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

Philco Radio and Television Corp., Portable-Metropolitan area of New York City—Granted construction permit for new experimental television relay broadcast station to operate on Channels 11 and 12 (204,000 to 216,000 kc., exp. clause), power 15 watts; to be used in connection with research and programming of commercial television Station WPTZ and in transmission of programs via radio link circuits from Philadelphia to New York, New York to Philadelphia and/or other cities. (B1-PVB-102)

HEARINGS DESIGNATED

Herman Anderson and Robert Franklin, Tulare, Calif.—Designated for hearing application for construction permit for a new standard broadcast station to operate on 1240 kc., 250 watts, unlimited time. (B5-P-3607)

WMOH—The Fort Hamilton Broadcasting Co., Hamilton, Ohio—Granted license to cover construction permit which authorized a new station to operate on 1450 kc., 250 watts, unlimited time (B2-L-1826). Also authority to determine operating power by direct measurement of antenna power. (B2-Z-1623)

WHBC—The Ohio Broadcasting Co., Canton, Ohio—Granted license to cover construction permit which authorized change of frequency to 1480 kc., increase in power to 1 KW, changes in equipment and installation of DA for night use (B2-L-1828). Also authority to determine operating power by direct measurement of antenna power. (B2-Z-1627)

WAPO—WAPO Broadcasting Service, Chattanooga, Tenn.—Granted authority to make changes in automatic frequency control equipment. (B3-F-257)

WSCC—Savannah Broadcasting Co., Savannah, Ga.—Granted modification of construction permit for new relay broadcast station, for extension of completion date to 1-5-45. (B3-MPRE-89)

W9XG—Purdue University, West Lafayette, Ind.—Granted modification of construction permit for experimental television broadcast station, authorizing changes in equipment, frequencies, decrease in power and addition of aural channel using special emission for FM, for extension of completion date to 9-24-45, upon express condition that it is subject to change or cancellation by the Commission at any time without advance notice or hearing, if in its discretion the need for such action arises. Nothing contained herein shall be construed as a finding by the Commission that the operation of this station upon the frequencies authorized is or will be in the public interest beyond the express terms hereof. (B4-MPVB-113)

LICENSE RENEWALS

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

KDYL and auxiliary, Salt Lake City; KIT, Yakima, Wash.; KLS, Oakland, Cal.; KMO, Tacoma, Wash.; KMO, Auxiliary; KOIL, Omaha, Neb.; WSPR, Springfield, Mass.; WPDQ, Jacksonville, Fla.; KGGM, Albuquerque, N. Mex.; KGLO, Mason City, Iowa; KUOA, Siloam Springs, Ark.; WDSU, New Orleans; WHIO, Dayton, Ohio; WHKY, Hickory, N. C.; WIBA, Madison, Wis.; WJHP, Jacksonville, Fla.; WKAT and auxiliary, Miami Beach, Fla.; KFGQ, Boone, Iowa; WADC, Tallmadge, Ohio; WHBI, Newark, N. J.; WTCN, Minneapolis; WFBR auxiliary, Baltimore, Md.

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

KFBB, Great Falls, Mont.; KFJZ and auxiliary, Fort Worth; KGCU, Mandan, No. Dak.; KGHF, Pueblo, Colo.; KGVO, Missoula, Mont.; KID, Idaho Falls, Idaho; KOL, Seattle; KRGV, Weslaco, Texas; KRIS, Corpus Christi; KRNT, Des Moines; KSCJ and auxiliary, Sioux City, Ia.; KSRO, Santa Rosa, Cal.; KTFI, Twin Falls, Idaho; KXYZ and auxiliary, Houston, Texas; KYA, San Francisco; WDOJ, Chattanooga; WDRS, Hartford, Conn.; WDSU Auxiliary, New Orleans; WEBC and auxiliary, New Orleans; WFBC, Greenville, S. C.; WFIN, Findlay, Ohio; WFVA, Fredericksburg, Va.; WHAZ, Troy, N. Y.; WHBL, Sheboygan, Wis.; WJAS, Pittsburgh, Pa.; WOV and auxiliary, New York; WJDX, Jackson, Miss.; WLOR, Minneapolis; WMRO, Aurora, Ill.; WNBZ, Binghamton, N. Y.; WNBZ, Saranac Lake, N. Y.; WNEL, San Juan, P. R.; WOL and auxiliary, Washington, D. C.; WOOD Auxiliary, Grand Rapids, Mich.; WORK, York, Pa.; WRR and auxiliary, Dallas, Texas; WSAI and amplifier, Cincinnati; WSMB, New Orleans; WTAQ, Green Bay, Wis.; WTOG, Savannah, Ga.; WXYZ and auxiliary, Detroit.

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

KDAL, Duluth; KOIN, Portland, Ore.; KSWO, Lawton, Okla.; K TSA, San Antonio; WAAF, Chicago; WAAT and auxiliary, Newark, N. J.; WAYS, Charlotte, N. C.; WCAE and auxiliary, Pittsburgh, Pa.; WCAX, Burlington, Vt.; WCOB, Boston; WIBG, Philadelphia; WKPA, New Kensington, Pa.; WMT, Cedar Rapids, Iowa; WNEW and auxiliary, New York City; WPAT, Paterson, N. J.; WPEN and auxiliary, Philadelphia; WPRA, Mayaguez, P. R.; WWDC main and amplifier, Washington, D. C.

The following stations were granted renewal of licenses for the period ending May 1, 1947:

WRNL and auxiliary, Richmond, Va.; KPAC, Port Arthur, Texas.

KWKH—International Broadcasting Corp., Shreveport, La.—Granted renewal of license for the period ending May 1, 1945.

WOWO—Westinghouse Radio Stations, Inc., Fort Wayne, Ind.—Present license further extended upon a temporary basis only, for the period ending December 1, 1944, pending determination upon licensee's application for consent to assignment of the license of its station WGL, Fort Wayne, to Farnsworth Television and Radio Corp.

KYA—Palo Alto Radio Station, Inc., San Francisco, Cal.—Extended on a temporary basis only for the period ending December 1, 1944, pending action on application B5-SSA-114, the special service authorization to permit broadcasting, as a public service and without charge, of information to longshoremen in accordance with the request of the Pacific Coast Maritime Industry Board.

WILM—Delaware Broadcasting Co., Wilmington, Del.—Present license was further extended upon a temporary basis only for the period ending December 1, 1944, pending determination upon applicant's application for consent to transfer control of its station WILM from J. Hale Steinman and John F. Steinman to Alfred G. Hill.

WDEL—WDEL, Inc., Wilmington, Del.—Present license extended upon a temporary basis only, pending determination upon the application of Delaware Broadcasting Co. (WILM) to transfer control of station from J. Hale Steinman and John F. Steinman to Alfred G. Hill.

KOB—Albuquerque Broadcasting Co., Albuquerque, New Mexico—Granted extension of license on a temporary basis through April 30, 1945, pending final determination on applications in Dockets 6582 and 6585. Also extended for same period

of time the special service authorization to operate on 770 ke., 25 KW, 50 KW LS, unlimited time, using transmitter under construction permit B5-P-2783 as modified.

WBT—Columbia Broadcasting System, Charlotte, N. C.—Granted extension of license for a period of three months from October 1, 1944.

The following relay broadcast stations' licenses were extended upon a temporary basis only, pending receipt and/or determination upon renewal applications for the period ending December 1, 1944:

WOEB, Agricultural Broadcasting Co.; KBSF, KEHV, KEJU, KETV, KRSA, KSFO, The Associated Broadcasters, Inc.; KFAA, A. H. Belo Corp.; KNED, Carter Publications, Inc.; WADA, Charleston Broadcasting Co.; WAAU, WCBE, WCBG, Columbia Broadcasting System, Inc.; WBLR, Columbus Broadcasting Co., Inc.; WAUT, Evansville On the Air, Inc.; WENM, The Evening News Association; KIEL, Fisher's Blend Station, Inc.; WQER, Ga. School of Technology; WBGL, Head of the Lakes Broadcasting Co.; WJWA, Birney Imes, Jr.; WAFK, A. Frank Katzentine; KIIH, KFAB Broadcasting Co.; KAXY, KEJR, KGKO Broadcasting Co.; WAXJ, Lamar Life Ins. Co.; WLOY, Loyola Univ.; KABF, McClatchy Broadcasting Co.; KABG, Ben S. McGlashan; WABG, Memphis Publishing Co.; WFME, Monocacy Broadcasting Co.; WAOE, Martin R. O'Brien; KBTA, Red River Broadcasting Co., Inc.; KRED, Redwood Broadcasting Co., Inc.; WAHM, Richmond Radio Corp.; WAXH, Savannah Broadcasting Co.; KIEF, KIEG, Seattle Broadcasting Co.; WATS, Allen T. Simmons; KAAD, Tarrant Broadcasting Co.; KABH, Tri-State Broadcasting System, Inc.; WBGW, WHER, Westinghouse Radio Stations, Inc.; KAXB, WKY Radiophone Co.; WTNK, WOAX, Inc.; WAUB, WSIX, Inc.; WSMA, WSMC, WSMB, Inc.; KBTB, Red River Broadcasting Co., Inc.; KAZA, WKY Radiophone Co.

Renewal of licenses for the following relay broadcast stations were granted for the period ending November 1, 1945:

KABJ, KAOV, KAOX, KAOX, Central States Broadcasting Co.; WMVB, Miami Valley Broadcasting Corp.; WAFY, WAFZ, Minn. Broadcasting Corp.; KADB, KBLE, KIFO, Nichols and Warriner, Inc.; WIPL, WIPM, WNEI, WFBM, Inc.

Renewals for the following relay broadcast stations were granted for the period ending May 1, 1946:

KNEB, KNEC, Puget Sound Broadcasting Co., Inc.; KEHC, Topeka Broadcasting Association, Inc.

KTRG—KTRH Broadcasting Co.—Granted renewal of relay broadcast station license for the period ending Nov. 1, 1946.

WMWA—WOKO, Inc.—Extended further upon a temporary basis only, pending determination upon application for renewal, the application for relay broadcast station, for the period ending December 1, 1944.

WRDN—Great Trails Broadcasting Corp.—Granted renewal of relay broadcast station license for the period ending March 15, 1945.

KILB—International Broadcasting Corp.—Granted renewal of relay broadcast station license for the period ending May 1, 1945.

WBGN—The Champaign News-Gazette, Inc.—Granted renewal of relay broadcast station license for the period ending November 1.

MISCELLANEOUS

WFLA—The Tribune Co., Tampa, Fla.—Granted modification of construction permit for extension of completion date from 9-15-44 to 10-15-44, subject to condition that permittee 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.

KPAS—Pacific Coast Broadcasting Co., Pasadena, Cal.—Granted petition for postponement of hearing on renewal applications of KPAS and KFVD, and postponed same from September 21 to November 20.

Mississippi Broadcasting Co., Inc., Jackson, Miss.—Adopted Decision and Order denying petition filed by Mississippi Broadcasting Co., Inc., for reconsideration of the action of the Commission August 22, 1944, granting without hearing the application of P. K. Ewing, Jr., and F. C. Ewing, a partnership, d/b as Ewing Broadcasting Co. for construction permit for a new standard broadcast station at Jackson, Miss.

Rev. Sam Morris, San Antonio, Texas—Adopted Order denying petition filed by Rev. Sam Morris, for reconsideration and rehearing of the order of the Commission dated September 19, 1944, denying his motions to amend and enlarge the issues in the hearings on KGKO, WBAP and WFAA re-

newal of licenses, and to require the above licensees to file statements concerning the operation of their stations.

The following applications for construction permits for *high frequency (FM)* broadcast stations were placed in the pending files in accordance with the Commission's policy adopted February 23, 1943:

Farnsworth Television & Radio Corp., Fort Wayne, Ind.; Fidelity Broadcasting Corp., Boston; Grenco, Inc., Greenwood, S. C.; Hampton Roads Broadcasting Corp., Newport News, Va.; The Sun Publishing Co., Inc., Jackson, Tenn.

News Syndicate Co., Inc., New York, N. Y.—Application for commercial television construction permit placed in pending file in accordance with Commission policy of February 23, 1943.

J. W. Birdwell, Nashville, Tenn.—Application for commercial television construction permit placed in pending file in accordance with Commission policy of February 23, 1943.

The Trustees of Purdue Univ., W. Lafayette, Ind.—Placed in the pending file application for new noncommercial educational broadcast station.

City of San Bernardino High School Dist., San Bernardino, Cal.—Placed in the pending file application for new noncommercial educational broadcast station.

W. Va. Radio Corp., Morgantown, W. Va.—Retained in pending file application for construction permit for new FM broadcast station. (B2-PH-371)

APPLICATIONS FILED AT FCC

580 Kilocycles

KFXD—Frank E. Hurt, Nampa, Idaho—Construction permit to change frequency from 1230 kc. to 580 kc., power from 250 watts to 1 KW, changes in equipment, directional antenna and move transmitter to near Meridian, Idaho, and studio to Boise, Idaho. Amended to change name of applicant to Frank E. Hurt & Son, a partnership composed of Frank E. Hurt and Edward P. Hurt.

600 Kilocycles

WCAO—The Monumental Radio Co., Baltimore, Md.—License to cover construction permit (B1-P-3630) which authorized move of formerly licensed RCA 1 KW transmitter to be used as an auxiliary with power of 1 KW using directional antenna.

740 Kilocycles

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Construction permit to increase power from 5 KW to 50 KW on 740 kc., install new transmitter, change in directional antenna for day and night use.

880 Kilocycles

NEW—The Eagle-Gazette Co., Lancaster, Ohio—Construction permit for a new standard broadcast station to be operated on 880 kc., power of 1 KW and daytime hours of operation.

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. Amended re changes in antenna.

910 Kilocycles

NEW—Abrelia S. Hinckley, George C. Hatch and Wilda Gene Hatch, a partnership, d/b as Salt Lake City Broadcasting Co., Salt Lake City, Utah—Construction permit for a new standard broadcast station to be operated on 910 kc., power of 1 KW and unlimited hours of operation using directional antenna day and night.

1110 Kilocycles

WBT—Columbia Broadcasting System, Inc., Charlotte, N. C.—Construction permit to install directional antenna for night use.

1240 Kilocycles

NEW—Roy F. Thompson, tr/as Thompson Broadcasting Co., Altoona, Penna.—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation.

1270 Kilocycles

NEW—Walter Adams Graham, Decatur, Ga.—Construction permit for a new standard broadcast station to be operated on 1270 kc., power of 250 watts and daytime hours of operation.

1280 Kilocycles

KFOX—Nichols & Warinner, Inc., Long Beach, Calif.—Extension of special service authorization to permit broadcasting information to longshoremen at 3:40 p. m. and 7:30 p. m. daily except Sunday, as a public service and without charge for the period ending 11-1-45.

1340 Kilocycles

KROS—Clinton Broadcasting Corp., Clinton, Iowa—Transfer of control of licensee corporation from Peter Matzen to W. S. Jacobsen—55 shares common stock.

1400 Kilocycles

WLLH—Merrimac Broadcasting Co., Inc., Lawrence, Mass.—License to cover construction permit (B1-P-3603) for synchronous amplifier for changes in transmitting equipment and increase in power.

WLLH—Merrimac Broadcasting Co., Inc., Lawrence, Mass.—Authority to determine operating power of synchronous amplifier by direct measurement of antenna power.

KRKO—The Everett Broadcasting Co., Inc., Everett, Wash.—Construction permit to move transmitter and studio and install new antenna and ground system.

1470 Kilocycles

WMBD—Peoria Broadcasting Co., Peoria, Ill.—Transfer of control of licensee corporation from H. D. Morgan to Carl P. Slane, Frances P. Slane and Elizabeth P. Talbott—51%.

1490 Kilocycles

NEW—Telegram Publishing Co., Salt Lake City, Utah—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation.

NEW—Jonas Weiland, Petersburg, Va.—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 100 watts and unlimited hours of operation.

1600 Kilocycles

NEW—Herbert W. Brown and David A. Brown, d/b as Central Valley Radio, Lodi, Calif.—Construction permit for a new standard broadcast station to be operated on 1600 kc., power of 250 watts and unlimited hours of operation.

NEW—United Broadcasting Co., Inc., Montgomery, Ala.—Construction permit for a new standard broadcast station to be operated on 1600 kc., power of 1 KW and unlimited hours of operation.

FM APPLICATIONS

NEW—WAGE, Inc., Syracuse, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45500 kc. with coverage of 7,780 square miles.

NEW—Providence Journal Co., Providence, R. I.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46900 kc. with coverage of 6,767 square miles.

NEW—The Times-Mirror Company, Los Angeles, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on 43300 kc. with coverage of 15,857 square miles.

TELEVISION APPLICATION

NEW—Intermountain Broadcasting Corp., Salt Lake City, Utah—Construction permit for a new experimental television station to be operated on Channel #1 (50000-56000 kc., A5 and special emission. Amended to also request Channel #17 (282000-288000 kc.) with power of 50 watts (200 peak) for visual and 100 watts for aural.

MISCELLANEOUS APPLICATIONS

W9XJC—The Journal Company (The Milwaukee Journal), Milwaukee, Wis.—License to cover construction permit (B4-PEX-40) for a new developmental broadcast station.

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 10-22-44 to 1-22-45.

NEW—School District of Kansas City, Mo., Kansas City, Mo.—Construction permit for a new noncommercial educational broadcast station to be operated on 42500 kc., power of 1 KW and special emission for FM.

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.

Agawam Woolen Co., Inc., Agawam, Mass., where its mill and principal offices are located, is charged in a complaint with violation of the Wool Products Labeling Act. (5218)

Eden Company, Station Y, Box 12, Brooklyn, selling and distributing a vitamin preparation designated "Eden Perles," is charged in a complaint with misrepresentation. (5220)

Frelieli, Inc., and **Dareh Garment Co., Inc.**, both of 808 Washington Ave., St. Louis, each manufacturing garments from fabrics composed of rayon and also from fabrics composed of rayon and other fibers, are charged in complaints with misrepresentation. (5223)

Rembrandt Studio and Golderaft Portrait Studio, Dorothy T. Petrey, his wife, and Nicola Brozilla, all of 708 13th Street, N. W., Washington, D. C.; Theodore Rosenberg, also known as Ted Rose, and Ben Scheffman, 806 Donnally Street, and B. B. Bishop, 223½ Capitol Street, both of Charleston, West Va., are charged in a complaint with misrepresentation. (5222)

B. F. Shriver Company, Westminster, Md., packing, canning and selling canned vegetable products and operating plants at Westminster and New Windsor, Md., and Littlestown, Pa., is charged in a complaint with violation of the brokerage section of the Robinson-Patman Act. (5217)

Stewart-Warner Corporation, Chicago, engaged in processing many products under the name of "Alemite," including lubricating oils, is charged in a complaint with misrepresentation. (5219)

Sunway Vitamin Company, 154 East Erie St., Chicago, selling and distributing a medicinal preparation containing various components of the Vitamin B Complex, designated "Sunway Vitamin Capsules," are charged in a complaint with misrepresentation and false advertising. (5224)

CEASE AND DESIST ORDERS

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

Atlantic Commercial Agency, Inc., Gerald H. Strickland, G. Russell Walsh and S. Mortimer Hirshorn, all of 101 North Third St., Camden, N. J., and Dorothy Boyden, connected with a secretarial service at 6 North Michigan Ave., Chicago, have been ordered to cease and desist from the use of unfair and deceptive acts and practices in connection with the operation of a collection agency. (5100)

Bradley Boston, Inc.—A modified order directed against misuse of the word "free" to designate or describe merchandise has been issued against Bradley Boston, Inc., Newton, Mass., National Watch Co., Waltham, Mass., and Peter Turchon, an officer of both corporations. The respondents trade as Gold Standard Watch Co. and are engaged in the sale of jewelry and watches. The original order was entered December 22, 1938. (3461)

Cravat-Silks, Inc., 180 Madison Ave., New York, selling and distributing various types of fabrics used in the manufacture of men's neckties, has been ordered to cease and desist from misrepresentation of its product and from violations of the provisions of the Federal Trade Commission Act and the Wool Products Labeling Act. (5022)

Consolidated Silver Company of America, Detroit, was ordered to discontinue misleading representations in the sale of a promotion plan for the sale of merchandise, including silverware. (3789)

STIPULATIONS

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

E. T. Browne Drug Co., Inc., 127 Water St., New York, selling and distributing a cosmetic designated "Palmer's Skin Success Whitening Cream" represented as making dark skin lighter, and Cole and Company, an advertising agency, Sterick Building, Memphis, Tenn., which prepared and disseminated advertisements for the preparation, have entered into a stipulation in which they agree to cease and desist disseminating any advertisement which fails to reveal that the preparation should not be applied to an area of the skin larger than the face and neck at any one time, that too frequent applications and use over excessive periods of time should be avoided, that adequate rest periods between series of treatments should be observed, that the preparation should not be used where the skin is cut or broken, and that in all cases a proper patch test should be made to determine whether the patient is allergic or sensitive to the preparation; provided, however, that such advertisement need contain only the statement: "CAUTION: Use Only As Directed," if and when the directions for use on the label or in the labeling contain warnings to the same effect. (0324)

Dr. Peter Fahrney & Sons Co., 2501 Washington Blvd., Chicago, selling and distributing a medicinal preparation designated "Alpenkrauter," also designated "Hoboko," "Novoro," "Zokoro," "Lozogo," "Kurkio" and "Gomozo," has agreed to a supplemental stipulation to the previous one entered into between it with regard to the preparation. The respondent agrees that in the dissemination of any advertising of the preparation under its various names or any other preparation of substantially the same composition or properties, it will cease from causing to be published any advertisement which fails to reveal that the preparation should not be used when abdominal pain, nausea, vomiting or other

symptoms of appendicitis are present; provided, however, that the advertisements need contain only the statement "CAUTION: USE ONLY AS DIRECTED," if the directions for use, whether appearing on the label or labeling, contain a caution or warning to the same effect. (0325)

Miller's Furs, Inc., 1235 G Street, N. W., Washington, D. C., has agreed to an amendment of a prior stipulation entered into August 9, 1943. In the amendment it agrees to refrain from using the term "Civet Cat" or the word "Civet" or words of like meaning, either alone or in combination with other words, to describe furs or fur garments made of the peltries of the little spotted skunk or the little striped skunk, or of any peltries other than civet peltries. (3701)

FTC COMPLAINT DISMISSED

The Federal Trade Commission has dismissed the complaint issued by it May 7, 1938, against I. J. Fox, Inc., 393 Fifth Avenue, New York, which charged it with misrepresentation in the sale of furs and fur products. The Commission is advised that the respondent on June 22, 1938, accepted and thereafter has observed the Trade Practice Rules of the Fur Industry as promulgated by the Commission June 17, 1938.

The Commission ordered the dismissal of the complaint without prejudice to its right to take such further action as circumstances may warrant.