

## NAB CONVENTION

Plans for handling the many details incident to the Twentieth Annual NAB Convention to be held at Cleveland, Ohio, May 11 to 14, have been completed. Ohio broadcasters making up the various local committees and the Cleveland hotel and Convention Bureau representatives met with J. Harold Ryan, Seventh District Director, and C. E. Arney, Jr., Assistant to the President, at the Hotel Statler in Cleveland last Thursday and Friday.

There is enclosed with this copy of the **REPORTS** a hotel reservation blank upon the back of which is listed the Cleveland hotels, together with the rates for the various types of accommodations. This will facilitate the making of reservations by those intending to attend the convention.

The Hotel Statler will be the headquarters hotel, but there are many other very fine hotels within short distances of the Statler. An early announcement of a very interesting program will be forthcoming.

Now is the time to plan to be on hand at the Twentieth Annual NAB Convention, Cleveland, Ohio, May 11 to 14, inclusive.

## RULES GOVERNING CONVENTION HOTEL RESERVATIONS

1. Requests for hotel reservations may be sent direct to the hotel at which the applicant desires accommodations or to the NAB Housing Committee, 1604 Terminal Tower, Cleveland, Ohio.

2. The request should set forth in as much detail as possible—  
a. the type of accommodations desired, rate, single or double occupancy, double or twin beds, etc.

b. the exact date of arrival and if possible, the time; the names of all people for whom reservation is requested.

c. the length of time which the party plans to stay.

d. if the reservation is not made in a firm name or the request written on a firm letterhead, the station or other business with which the reserving parties are affiliated should be given.

3. Request for reservations sent to hotels will immediately be referred to the NAB Housing Committee for consideration. As acknowledgment to the person from whom the request comes, the hotel will write a letter and attach a printed copy of these rules.

4. The Housing Committee has a complete list of NAB member stations. Reservation requests from parties or stations whose names are on this list will be given priority and assignments made in the order of their receipt. Requests from parties or stations not appearing on the membership list will be held in abeyance until April 12, at which time rights of priority will terminate and assignments made in order of their receipt. While NAB members will be given precedence, every effort will be made to suitably and satisfactorily care for the accommodations requested by individuals, firms and radio stations not on this list.

5. If the exact type of accommodations requested are not available in the hotel specified, the NAB Housing Committee will immediately notify the individual, firm or radio station of that fact and give information as to the type of accommodation available which most nearly meets the specifications. This information will cover the accommodations in the hotel requested, as well as in other hotels. Applicants should bear in mind that no assign-

ments will be made in such cases until a confirmation is sent to the Housing Committee.

6. Reservations for delegates or persons from member radio stations planning to attend the convention should be sent in by the station itself and not by a third party. You are urgently requested not to have your station representative or anyone outside your station make a reservation for anyone from your station. This confuses handling of reservations and results in duplication. We ask your cooperation.

## ADVERTISING TREND UPWARD

The "Broadcast Advertising Record," released by NAB monthly since January, 1941, to cooperating stations, has been totaled for the year 1941 and rough projections are being calculated to approximate industry totals. Results show that the total of all station and network business for the year was 84,267,000 program units and 14,511,000 announcements. (Program unit equals one minute of program time; announcement unit equals one announcement.)

These figures are rough approximations because they are projected from a free sample. Their real value rests in the indication of trend and of seasonal activity. The following table of program and announcement units by month, September, 1940, through December, 1941, reflects seasonal activity and contributes to trend analysis with comparison of "same month of previous year."

	Program Units		Announcement Units	
	1940	1941	1940	1941
January .....		6,500,000		997,000
February .....		5,992,000		1,001,000
March .....		6,847,000		1,161,000
April .....		6,753,000		1,287,000
May .....		7,003,000		1,264,000
June .....		6,802,000		1,159,000
July .....		6,717,000		1,119,000
August .....		6,697,000		1,122,000
September .....	6,217,000	6,717,000	1,022,000	1,207,000
October .....	7,764,000	8,140,000	1,256,000	1,373,000
November .....	6,875,000	7,858,000	1,139,000	1,351,000
December .....	6,776,000	8,242,000	1,177,000	1,469,000

The above figures reflect an expanding business running comfortably ahead of the last four months of 1940. The seasonal aspect is far better than it has been reported to be in advertising circles. Possibly here is the needed sales ammunition to kill off that "summer slump" ghost.

What is the trend? The NAB Research Department believes that figures for the year ending at the close of each month give the best picture of trend. These are called "twelve-month moving totals." They follow:

Year Ending	Program Units	Announcement Units
August, 1941 .....	80,943,000	13,705,000
September, 1941 .....	81,442,000	13,889,000
October, 1941 .....	81,818,000	14,006,000
November, 1941 .....	82,801,000	14,219,000
December, 1941 .....	84,267,000	14,511,000

The change in year closings at the end of each month flags the trend. The figures properly account for seasonal factors, length

(Continued on page 144)

Neville Miller, *President* C. E. Arney, Jr., *Assistant to President*

Edward M. Kirby, *Director of Public Relations*; Joseph L. Miller, *Director of Labor Relations*; Frank E. Pellegrin, *Director of Broadcast Advertising*; Paul F. Peter, *Director of Research*; Russell P. Place, *Counsel*; Lynne C. Smeby, *Director of Engineering*

## ADVERTISING TREND UPWARD (Continued from page 143)

of month and are arithmetically capable of forecasting future volume.

The point is, the figures show that the pessimists are all wet as of December 31. And what's more, the industry composite of business shows no sign of weakening. Despite the crepe-hangers, the forecast is better business in 1942 than in 1941. As it looks from here, figure-wise, program units up 6 to 8 percent and announcement units up 10 to 12 percent for the year 1942.

The most widely forecast advertising loss from the automotive industry had not materialized at the close of 1941. Maybe it will show up in coming months but with the substantial gains in department store, clothing, shoe, grocery, and other classifications, such losses are not apt to reverse the trend.

The Research Department is preparing analyses of each advertiser classification patterned after the above. This will be sent to "Broadcast Advertising Record" cooperators as soon as available and summaries will be carried in the NAB REPORTS.

## PLANS TO INCREASE RADIO TECHNICIAN TRAINING STUDIED

Informal discussions this week indicate that future trainees in the radio technician training program may be largely limited to military reserves.

By having trainees enroll in the reserves the problem of their induction into Selective Service before completing courses would be eliminated.

This entire matter is still under consideration. Mention is made today only because of the great number of letters that have been received from broadcasters since recruiting for the training program was discontinued.

No action on your part is required now. When, as and if your help is needed again you will be asked. One plan for training additional radio technicians envisions:

1. Continuing present pattern of cooperation of educators and broadcasters through the ESMDT—U. S. Office of Education—Federal Security Agency.

2. Accept for instruction, from now on, men having educational requirements of the present training program; but mostly men enlisted in the Army Signal Corps Reserves, Navy Reserves or Marine Corps Reserves. Since the purpose of these courses is to give fundamental training in radio, preliminary training for all is identical. On successful completion of the course the men would receive specialized in-service training.

3. Men who enlist in the Reserves to take these courses would be permitted to keep their jobs until completion of the course when they would be subject to call.

Some such plan as this would seem to meet the requirements of the armed forces, and, at the same time, permit the utilization of the pool of capable instructors in broadcasting stations needed to supplement the teaching efforts of colleges and universities.

## Must Take Care of Civil Needs

However, the national interest demands that provision must be made to train replacements for technicians in essential communication services such as: police, fire, commercial airlines, govern-

ment limited service stations, FCC, radio receiver servicing, and radio broadcasting, both domestic and international.

The 2-billion-dollar federal radio apparatus manufacturing program will require large numbers of vocational level mechanics, "radio technicians," engineers and scientists. ESMDT-NAB program can give basic training which is preliminary to additional training for some of these "radio technicians."

Time remains the essence.

## Approve More Schools

Since last week ESMDT has cleared the following institutions for radio technician training courses. "Additional" after a name means clearance of additional sections at schools previously approved.

### California

University of California (additional)

### Illinois

University of Chicago (additional)  
 University of Illinois

### Indiana

University of Notre Dame

### Louisiana

Loyola University

### Maine

Bates College (additional)

### Michigan

Michigan State College

### Montana

Montana State College (additional)

### Nebraska

University of Nebraska (additional)

### New Mexico

New Mexico College of Agricultural and Mechanical Arts

### New York

Union College (additional)

### Ohio

Case School of Applied Science (additional)  
 Fenn College (additional)  
 Western Reserve University (additional)

### Pennsylvania

Temple University

### South Dakota

South Dakota State College

### Tennessee

Vanderbilt University

### Texas

University of Texas (additional)

### Washington

State College of Washington

## 1712 in Upper New York Classes

The promotion for radio technician training courses in upper New York has so far resulted in the enrollment of 1712 eligibles in 67 courses located in 29 cities.

Approval is lacking for courses in Albany, Schenectady and Troy, but 633 applications have been received. No report was received from Rochester educators.

All this is the result of the promotion beginning at the January 3 meeting of educators, called by Col. Harry C. Wilder, president, WSYR, Syracuse, industry representative.

The detailed figures listed below were prepared under the direction of Prof. A. S. Adams, of Cornell, on behalf of Dean S. C. Hollister, of Cornell, State Coordinator.



## UNIVERSITY OF BUFFALO

City	Sections	Class Started
Buffalo	3	Feb. 16

## CLARKSON COLLEGE

City	Sections	Class Started
Canton	2	Jan. 18
Malone	2	Feb. 23
Massena	2	Feb. 24
Ogdensburg	2	Feb. 16
Plattsburg	4	Feb. 16
Potsdam	2	Feb. 16
Saranac Lake	3	Feb. 9
Watertown	4	Feb. 16

## CORNELL UNIVERSITY

City	Sections	Class Started
Auburn	1	Feb. 27
Binghamton	1	Feb. 16
Elmira	1	Feb. 24
Ithaca	2	Feb. 18

## NIAGARA UNIVERSITY

City	Sections	Classes Started
Niagara Falls	5	March 2

## VASSAR COLLEGE

City	Sections	Class Started
Poughkeepsie	1	Feb. 12

## ALFRED UNIVERSITY

City	Sections	Classes Started
Bath	3	Feb. 2
Corning	3	Feb. 9
Jamestown	3	Feb. 2
Olean	3	Feb. 2
Salamanca	2	Feb. 9
Wellsville	2	Feb. 9

## SYRACUSE UNIVERSITY

City	Sections	Classes Started
Geneva	3	Feb. 24, 25, 27
Oneonta	1	Feb. 9
Oswego	1	Feb. 16
Syracuse	8	Feb. 9, 17, 25
Utica	2	Feb. 16, 17

## CANISIUS COLLEGE

City	Sections	Class Started
Buffalo	1	Awaiting Approval

## RENSSELAER POLYTECHNIC INSTITUTE

Albany	} 633 applications received. Courses not yet started.
Schenectady	
Troy	

## UNIVERSITY OF ROCHESTER

No report

## 866 in Iowa

Thirty-two sections of radio technician training courses with a total enrollment of 966 have been set up in Iowa.

The sections listed below, Des Moines—Ames, inclusive, were reported to Professor H. O. Croft, head of the Department of Mechanical Engineering, University of Iowa, ESMDT Regional

Adviser, Region No. 16, by Professor M. S. Coover, head of the Electrical Engineering Department, Iowa State College, who is looking after the activities in a part of the state.

City	Sections
Des Moines	6
Marshalltown	2
Lamoni	2
Mason City	2
Fort Dodge	2
Sioux City	3
Shenandoah	2
Ames	2

The following eleven sections were reported to Professor Croft by Earle L. Waterman, administrative assistant, ESMDT, College of Engineering, the State University of Iowa, Iowa City:

City	Sections
Burlington	1
Cedar Rapids	2
Clinton	1
Davenport	1
Decorah	1
Dubuque	1
Iowa City	1
Rock Island, Ill.	1
Waterloo	2

## 580 in Indiana Courses

The status of the radio technician training program in Indiana was reported March 12 by Howard Gillispie of Purdue University, Lafayette.

There are 580 persons in training in 28 sections.

Said Mr. Gillespie: "Training under this program opened in Lafayette and Vincennes this week, with the first section in these centers starting March 2. Purdue classes will open in the other four remaining training centers in Indiana during this month.

"Ample equipment should be available for all of these classes since Purdue had anticipated, before restrictions went into effect, the opening of classes in 15 centers.

"As a result of the announcements made by cooperating radio stations, widespread interest in radio training has been aroused in this area. We have received approximately 2,000 inquiries and we know that a large number of letters are still in the hands of the broadcasters. It would seem that some of the announcements made by stations were too brief since a large number of inquiries were received from unqualified persons. This fact might be worth considering in case the training is continued later."

Courses are as follows:

City	Sections	Enrollment
Indianapolis	6	120
Fort Wayne	6	120
Jeffersonville-New Albany	6	120
Lafayette	4	90
Vincennes	4	90
Evansville	2	40

## 120 Train at St. Norbert

Station WTAQ and St. Norbert College, Green Bay, Wis., have three radio technician training courses in operation. There are to be approximately thirty others throughout the state of Wisconsin. Two classes are held at the Green Bay Vocational School with Father L. F. Jacobs as lecturer and the third at the college. All laboratory work is being given at St. Norbert. Assisting Father Jacobs is Wallace Stangel, transmitter engineer at WTAQ, and Bernard Jankowski, instructor at the College. One hundred twenty students in all are enrolled.

## Brown University

Sixty-eight students comprise the radio technician training class which started at Brown University February 18, according to F. N. Tompkins, Brown University, Institutional Representative ESMDT. The course is being taught by Chief Engineer Tilly of station WEAN.

## RADIO'S WAR EFFORT

Analysis of stations' reports on Defense broadcasts for the month of January, shows a substantial increase in the total number of announcements broadcast in behalf of the U. S. Army, Navy, Marine Corps, Coast Guard, Civil Service and Treasury Departments over the previous month. The 852 commercial stations operating January 1, 1942 broadcast 347,640 announcements or an average of 408 per station. In addition, 61,400 announcements were broadcast for other Government agencies.

In detail, Army broadcasts dropped off; Navy showed a slight drop; while Marine Corps, Coast Guard and Treasury broadcasts increased considerably.

We are happy to report these increases in Radio's War Effort. The complete analysis for January is given in the following table:

### DEFENSE BROADCAST REPORT FOR JANUARY 1942

	No. of Broadcasts
<b>MANPOWER</b>	
<i>Army</i>	
Aviation Cadets—thru NAB—live spots	11,690
Parachutists " " " "	4,150
various kinds of spots	24,760
<b>Total Spots</b>	<b>40,600</b>
15 Minutes—et—direct	1,930
15 Minutes—live	280
30 Minutes	50
<i>Navy</i>	
Aviation Cadets—thru NAB—live spots	8,580
General Enlistments " " " "	8,900
Reserves " " " "	7,400
Various kinds of spots	26,630
<b>Total Spots</b>	<b>51,510</b>
15 Minutes—et—direct	900
15 Minutes—live	70
30 Minutes	20
5 Minutes	10
<i>Marine Corps</i> —thru NAB—live spots	31,700
" " scripts—15 Minutes	530
15 Minutes—et	700
5 Minutes	50
<i>Coast Guard</i> —thru NAB—live and recorded spots	18,580
5 Minutes	10
<i>Manpower</i> —U. S. Civil Service—thru NAB—live spots	22,580

### DEFENSE FINANCING

<i>U. S. Treasury</i> —direct—live spots	182,670
15 Minutes—et	1,580

### MORALE

"You Can't Do Business with Hitler"—OEM—	
15 Minutes et	1,480

### GOVT. AGENCY NOT DIRECTLY CONNECTED WITH NATIONAL DEFENSE

Live Spots	58,340
Et " "	3,060
3 Minutes—et	140
5 Minutes—et	1,200
5 Minutes—live	2,450
10 Minutes	650
15 Minutes—et	2,110
15 Minutes—live	4,760
25 Minutes	10
30 Minutes—et	100
30 Minutes—live	2,580
40 Minutes	20
45 Minutes	40
60 Minutes	20
3 Hours & 35 Minutes	10

## Sales

### Local Army Shows May Be Sponsored

As all NAB members undoubtedly know, army programs originated locally may be commercially sponsored under certain conditions, thus affording some stations an opportunity for new revenue. However, although hundreds of such programs are believed to be carried by stations throughout the country, only a few stations have availed themselves of the privilege of securing sponsors, according to a survey released to NAB REPORTS today by Captain Edwin P. Curtin, editorial director of the radio branch, Bureau of Public Relations, War Department, Washington.

Of all the locally originated programs reported thus far, only four are sponsored. According to Captain Curtin's survey, these are:

#### RANDOLPH FIELD, TEXAS

Thursdays, 6:15-6:30 p. m., KMAC

"Resume of Sports Today"

Sponsor: C & S Sporting Goods Co., San Antonio, Texas

Program: Aviation cadet with athletic background interviewed on sports and flying experience by Pat O'Brien, sports commentator.

\* \* \*

#### FORT DOUGLAS, UTAH

Mondays, 6:30-7:00 p. m., KDYL

"All Out for Victory"

Sponsor: Eimco Corporation (iron and steel products)

Program: Station's house band and singers, interviews with soldiers at reception center.

\* \* \*

Wednesdays, 6:30-7:00 p. m., KDYL

"You're in the Army Now"

Sponsor: Eimco Corporation (iron and steel products)

Program: KDYL house band and singers; interviews with soldiers at reception center.

\* \* \*

#### CAMP PERRY, OHIO

Monday through Friday, 6:15-6:30 p. m., WTOL, Toledo

"Camp Perry Is on the Air"

Sponsor: Schiff's Shoe Stores, Toledo, Ohio

Program: Interviews with soldiers at reception center. Program is transcribed.

Public relations officers at each camp are familiar with army regulations governing the sponsorship of programs, and will cooperate with stations to develop programs suitable for local sale. If you know of any additional sponsored army shows, please report the details to Captain Curtin or to the NAB Department of Broadcast Advertising.

### Station Names "Civilian Defense Week"

March 15-21 is being celebrated as "Civilian Defense Week" in Tuscaloosa, Ala., under the leadership of WJRD.

According to an announcement sent to every merchant and to civic leaders by Manager J. E. Reynolds, the week "is being devoted entirely to a better enlistment of our citizens for civilian defense."

Mr. Reynolds explained that his station is devoting its facilities this week "to the different departments of Civilian Defense, to build up a defense force that could defend any community of this size. The Chamber of Commerce is staging a real show at the University of Alabama football stadium Sunday, March 15, with an actual demonstration of the incendiary bomb, together with other things that we will have to face in time of invasion. All programs during the week will be keyed to Civilian Defense."



## Department Store Study Under Way

Arrangements were completed Wednesday with the National Retail Dry Goods Association for a nationwide study on the use of radio advertising by department stores.

This research project, which will require several months for completion, will analyze the subject from all angles. A complete report, analysis, and a program for future activity to be based on the findings, will be given at the NAB convention in Cleveland at a special session on department stores to be held May 12.

## Dealer-Cooperative Study Ready Soon

A report on the extent of dealer-cooperative radio advertising, based on a national NAB survey, will be released this week to NAB members who cooperated in the project. The study gives a list of manufacturers who provide funds for local radio advertising by dealers and distributors.

## Automotive Support Decreasing

Although the NAB "Broadcast Advertising Record" shows that the volume of automotive radio advertising has held up surprisingly well in the face of rationing, priorities, and conversion of some automotive plants to war production, dealer-cooperative funds are rapidly dwindling.

At the suggestion of Dietrich Dirks, KTRI, member of the NAB Sales Managers Executive Committee, the Department of Broadcast Advertising has been urging leading automobile and tire manufacturers to establish special funds for the duration to assist dealers to carry on local radio campaigns.

A report on the situation in Detroit, received today from William H. Cartwright of Edward Petry & Co., states:

"A year ago at this time the dealer-cooperative fund constituted a large advertising budget. Practically all of the automobile companies had such a fund, set up on the basis of new car sales.

"For example, Chrysler Sales Corporation built up a dealer-cooperative fund on the basis of \$15 for each car shipped into a particular territory, with \$10 of this put up by the dealer or distributor, and \$5 by Chrysler. Other companies, such as Packard, cooperated on a 50-50 basis. However, this type of cooperative advertising between dealer and factory has been eliminated, due to the lack of car production, although some of the money which was built up during productive months is still available and is now being spent.

"In your letter you mention the fact that Buick is planning a cooperative expenditure, and all indications are that it will be spent in newspapers. One reason for this is the fact that in a newspaper ad you can list as many dealers underneath the ad as desired, whereas in Spot Radio particularly, where straight spot announcements are used, it is impossible to include all the dealers in a given market, and this is one of the hurdles which we have not been able to overcome to date.

"A few markets received spring radio dealer-cooperative advertising, but this was not at all general and was governed by specific conditions in specific markets."

In line with the NAB campaign to secure special help for dealers, Mr. Cartwright reports parallel action:

"We have suggested to several of the leading automobile companies that they appropriate a national factory fund that is to be paid for entirely by the factory—as, for example, Ford—whereby they would buy radio advertising directing the listeners to Ford dealers. Frankly, we have felt we had a better chance to get an appropriation on this basis than we have for including the dealers, who, according to our information, in the majority of cases are in pretty tough circumstances. Just how this will work out cannot be said at this time.

"The facts are that automotive advertising has been slipping for the past several months, due to war conditions, and I see no immediate help as practically all advertising agencies have cut down to a minimum of personnel. For example, Ruthrauff & Ryan, who employed some 40 people, are now down to 8. J. Sterling Getchell have cut down to one man and a girl, and this is true also of Young & Rubicam and right down the line.

"But keep up the good work directed toward the automobile accounts, and even if it doesn't pay dividends at the moment,

once this thing is over, I am optimistic enough to feel that Detroit will be a 'boom' market."

Encouragement on another front, however, was received when Mr. Cartwright reported that "the over-all picture for the entire territory, however, looks quite hopeful on such accounts as Musterole, Kellogg's, Richman Brothers, National Refining, etc."

The point to be made here is that, despite present unfavorable conditions in some branches of the automotive field, by no means all automobile advertising is being lost to radio, since substantial billings remain from gas and oil accounts, garages and service stations, etc., as reported to the "Broadcast Advertising Record."

The NAB will continue its effort to have special funds set up for the assistance of local dealers. National sales representatives will continue to encourage factory funds for spot radio.

Local stations can be of great assistance by carrying on the campaign among local distributors and dealers, urging them to request such support from their factories and to make such funds available for radio advertising, rather than requiring that they be used in some other medium.

## "British Food Parcels" Is Commercial

The British Food Parcels Service Co., New York, which has been seeking percentage deals with various radio stations, has been established to be a commercial enterprise whereby the company receives orders for food packages to be sent to Britain, and ships and insures these at a profit. On that basis, there is no reason why its advertising should not be placed like that of any other client, at regular rates.

## Stations Aroused by P-I and Free Time Chisels

Mounting resentment among NAB members is noted in the nature of replies being sent to various clients and agencies who continue to seek free time for disguised commercials, or pre-inquiry deals or guaranteed returns. Stations particularly resent the "new" approach by some of these, who seek to capitalize on an alarmist attitude regarding an expected decrease in radio billings due to the war.

The general tenor of such approaches is to the effect that "you are going to lose many of your legitimate accounts because of the war, and you will have a lot of time available, so why not play along with us on a special deal?"

Stations, and the NAB, have pointed out to these people that

- 1) evidence to date does not indicate a drop in radio billings, and
- 2) even if such a drop is inevitable sometime in the future, the best interests of the industry will surely not be served by breaking down sound business practices and standards of ethics, and
- 3) such tactics, whereby chiselers would seek to capitalize on war conditions for their private gain at the expense of radio, are certainly not constructive.

The Sales Managers Division of the NAB believes that such practices should be stopped NOW, before the industry finds itself hopelessly broken down and subject to severe criticism and even desertion by its legitimate clients, who are entitled to as favorable a "deal" as any other advertiser receives.

Unless prompt and positive steps are taken by each station, it may be too late. Such action should consist of reporting all attempts to the NAB, and of answering such requests in definite and pointed terms. Most stations merely ignore such requests; the would-be chiseler, receiving only a few rebukes, gets the mistaken notion that the industry is receptive. Therefore even a form letter stating your position and your opinion, if sent to every client employing such tactics, would have a salutary effect.

Here is the week's *potpourri*, including some station comments:

Trinity Associates, Inc., Jean Talbot, New York, seeking free time on women's programs for scripts on "Hollywood in Your Home," and distribution of booklets advertising commercial decorative fabrics. Miss Talbot, conducting a publicity service, admitted that her scripts were "a bit too much on the commercial side," but said that only two stations had written critical letters, and added, brightly, "I hope you will accept this apology as graciously as I have your criticism and that this occasion will

not prevent you from considering scripts that I may send you in the future." The station receiving that letter replied:

"Whether or not the particular script contained more commercial material than usual, we stand by our conclusion that your material does constitute commercial advertising. Nor have you answered our question which we repeat: 'If all fabric manufacturers (all manufacturers, for that matter), were to expect free advertising, how long would it take for broadcasters to go out of business?' " And to the NAB, this station urged:

"By all means, keep everlastingly at it, for only constant dining will light the light for hundreds of broadcasters who accept such scripts and put them on the air. I often wonder whether the management of those stations realize they are handling commercials for nothing, or whether they're so hard put to fill their schedules that they grab at almost anything in the way of material. From her reply you can sense the assurance with which this lady sends this material over the country, perfectly confident that 198 stations out of 200 will put it on the air and advertise a *named brand of household decorative fabrics*. It's a sad commentary on the brains that make American broadcasting when such outfits as Trinity Associates can spend huge budgets in preparing beautifully illustrated and high priced advertising pamphlets and *know* that hundreds of broadcasters will advertise the product at no charge."

*(Again the NAB suggests that this matter be discussed with women's editors, homemakers, program directors, etc., because almost invariably such material is addressed to them, and not to the station manager or sales manager.)*

**H. C. Morris & Co.**, New York, reported here last week, still seeks per-inquiry deals, playing up the "war angle." A station writes him:

"Your letter leaves us quite cold. We are very far from agreeing with you that wartime conditions are any excuse for attempting to break down the structure of radio advertising. . . ." Another station writes:

"Cost-per-inquiry business is nothing more than a racket devised by a self-glorified sales or advertising manager who wishes to build himself up in the eyes of his boss by obtaining a lot of free advertising. We see no reason why any change should be made in our policy even though our billings do fall off a little and we hope that you will receive enough protests on the matter to withhold supporting any such plan."

**Howell, Soskin, Publishers, Inc.**, New York, reported here last week, are still seeking per-inquiry deals on a reprint of the Bill of Rights Day program, entitled "We Hold These Truths." One station comments:

"This is the most impertinent percentage deal that has ever come across my desk and I think you will want to call it to the attention of the OFF so that it officially can put a stop to this practice."

**Rogers & Smith Agency**, Dallas, previously reported here, this time seek per-inquiry deals again for Naughton Farms. Comments one station:

"For the last three years we have been sending this to NAB and for the last three years evidently Rogers & Smith are getting some place with the stations. We, of course, would not accept it and do hope that the NAB can stop this agency from such offers soon."

*(Again we point out that the NAB does all it can to persuade such agencies and clients to use radio on the basis of established rates, but no compulsion can be brought to bear, and the final answer rests with each station. Clients who want radio advertising, and who find they cannot get it on a P-I basis, generally end up by placing their orders at card rates.)*

**American Drug & Chemical Co.**, Minneapolis, seeks P-I deals for Min-A-Vite, a "vitamin for plants." The "Victory Garden"—angle is used—a variation on the wartime theme to buy advertising at less than card rates.

**American Service Pin**, Los Angeles, seeks P-I deals for a pin to be sold to families with boys in the service—another effort to capitalize on the war.

**Sunway Vitamin Co.**, although not seeking P-I deals, is sending copy to be used on 15-minute programs, but the copy does not conform to the Code. Instead of the 3 minutes 15 seconds

allowed by the Code, the copy runs approximately 6 to 7 minutes, and stations subscribing to the Code should therefore insist on new copy that would conform.

## OFF STATION ADVISORY COMMITTEE

The radio activities of the Federal Security Agency, of the OCD and of the Department of Agriculture, were discussed with the Station Advisory Committee on Friday, March 6. Sherman Mittell, of the FSA, outlined the function of the FSA's 4500 offices which today were acting as an employment agency for industry and farming. Many changes are taking place due to the conversion of factories from a peacetime to a wartime basis, evacuation of aliens from coast areas, and to secure the maximum use of man power it is necessary to coordinate the activities of those Government departments seeking labor and those Government departments having it available. Mr. Mittell also outlined the work of the FSA in the nutrition field, public health and defense training.

The work of the OCD was explained by E. A. Sheridan, who emphasized that the OCD must depend on the locality to organize and operate according to a pattern outlined by the OCD. The national office is trying to eliminate as many of the basic problems as possible, but must rely on the volunteer workers to carry the plans into action. It was suggested that it would be wise for broadcasters to serve on all local committees so as to become familiar with the local organization.

Wallace Kadderly, of the Department of Agriculture, expressed appreciation for the work which is being carried on by the 600 stations now carrying information from the Department of Agriculture on a regular schedule. The time which is now made available to the Department is being used very satisfactorily, and the problem is not to develop new facilities or time but to use the present available facilities along new directions.

Plans for the coming campaign of the USO were outlined by Jesse Butcher, Radio Director of the USO. At the same time, there was a general discussion of how best to coordinate the various campaigns for funds.

Those present at the meeting were as follows:

OFF—William Lewis, Douglas Meservey, Philip Cohen, Lee Falk; FSA—Sherman Mittell; OCD—E. A. Sheridan; Agriculture—Wallace Kadderly, John Baker; USO—Jesse Butcher; Station Advisory Committee—Neville Miller, John Shepard, James Shouse, George Storer, and O. L. Taylor.

## RUMORS

Untrue rumors can do tremendous damage these days. They are a potent weapon used by the enemy. We know that newsmen at the stations hear many which they know are untrue, and believe should be answered. Send them in to the NAB immediately so that steps to silence them may be taken before they have done irreparable damage. Your cooperation will produce results and will be greatly appreciated.

## MacLEISH TALK

Copies of speech of Archibald MacLeish, Director of OFF, made over a closed circuit on February 28, have been sent by OFF to all stations.

## SCHEDULE OF FUTURE OFF TALKS

The OFF has announced the following talks to be made over the closed circuits of the four networks:

Saturday, March 14, 1:45 to 2:00 EWT

Captain Leland Lovett, Assistant Director of Press Relations, U. S. Navy Department

Saturday, March 28, 1:45 to 2:00 EWT

Representative of Army

Invitations to listen in should be limited to broadcasters and newspaper representatives.



## NEWS SUGGESTION

C. W. Myers, KALE, has made an excellent suggestion to the news services: that they give a little more attention to news other than war news.

"Obviously our listeners want war news," he writes, "but quite as obviously they want a little something besides war news.

"If your news gatherers will keep their eyes open for this kind of news, as well as your excellent coverage of the war, I feel sure it will develop a little attention to news items of importance and semi-importance which keep our newscasts and our news services running when there is no war."

## WAR PRODUCTION PROGRAM

Joseph Lopez, supervisor of WICC, Bridgeport, Connecticut, has submitted the following description of a successful war production program:

"Let Freedom Sing" was inaugurated over WICC on Sunday, January 5, 1942, under the sponsorship of WICC and the Sunday Herald of Bridgeport. It embraced the personnel of eight leading war industries of the Bridgeport area in a gigantic morale and entertainment effort.

With more than eighty thousand defense workers in the area, the series not only helped acquaint them with Bridgeport's leading radio station and leading Sunday newspaper but it furnished them with a tangible history of the defense industry and a tradition and community appreciation of their part and value in America's war effort.

The companies represented were makers of steel, safety valves, ammunition, shell casings and covers, communications, bullets, tool machines, and airplanes, and included Bridgeport Brass, Vought-Sikorsky, Bullards, Manning Maxwell & Moore, Stanley Works, General Electric, Jenkins Valves, and Remington Arms.

Broadcasts were presented for thirty minutes at 3:00 p. m. for eight successive weeks from the auditorium of Central High School in Bridgeport before capacity audiences of friends and co-workers numbering over 1600 weekly.

"Let Freedom Sing" was presented as a variety program; each program presented a chorus composed of workers and from eight to ten employees who performed as soloists. Auditions and choral selections were held under the supervision of a company committee and performers chosen for the broadcast period by the radio station.

Each program presented a short history of the organization concerned and an inspirational message, dramatic in character, and either choral or orchestral effect.

The whole series was presented under professional guidance, with WICC's Supervisor, Joseph Lopez, as master of ceremonies.

## PROGRAM IDEA

Broadcasters desiring some material for war production programs might get some ideas from a series of bulletins on industry conversion put out by the War Production Board. They are available at the Division of Information, Office for Emergency Management, Washington, D. C.

## SAVE ANTI-FREEZE

Since the anti-freeze mixtures now in auto radiators are now strategic war materials, they may not be purchasable this fall.

The Consumer Division of OPA has requested NAB to bring this fact to the attention of broadcasting executives with the suggestion that the information be relayed to listeners.

The government says drain anti-freeze mixture from your auto radiator and put it into bottles or cans. Then store in cool corner of the cellar or garage until needed again next fall.

This will be a big service to most of your automobile owning customers.

## RYAN PRAISES INDUSTRY

On Tuesday, J. Harold Ryan, Assistant Director of Censorship and NAB Director for the Seventh District, was the guest speaker at the Yale Club luncheon in Washington. Addressing

himself to the problems of radio censorship in time of war, Mr. Ryan said:

"I shall not soon forget the day, December 24, 1941, that Mr. Byron Price, Director of Censorship, called me from Washington at my office in Toledo, Ohio, and said, 'I want you to come down here and take over the radio section of the Office of Censorship.' It was the beginning of a new life for me, and one does not lightly assume such diverting changes at my hour and age.

"You see, for a number of years I had been in the radio broadcasting industry—an industry which as you know has grown rapidly and flourished mightily in the last 15 years. In the radio broadcasting business, we develop a talent—almost an instinct—for saying, 'yes.' It is the password, the golden byword of our business. We say 'yes' to preachers and politicians, to Masons and Indian Potentates, to the Knights of Pythias and the church sisterhoods and brotherhoods; probably we have often said 'yes' to the Yale Alumni Society. We have opened our microphones to all sorts of free radio enterprises.

"My new job in Washington demanded that I learn to say 'no.' It wasn't a cinch.

"The Office of Censorship was created by executive order of the President. That order charges Mr. Byron Price with the obligation of keeping information of value from the enemy. Information of value can be described as any information that lends aid or comfort to the enemy. With just a cursory view, I am sure you can name a dozen types of information that would aid the enemy; news of our production progress; news of our troop movements; news of our military inventions; weather reports—because from them the enemy could chart an area for military attack.

"That, then, is the function of the Office of Censorship during this war—to keep information of value from the enemy. Unlike the George Creel Committee of the last World War, we are not concerned with the creation of news nor with its dissemination. Our aim is merely to keep out of circulation that information which might serve to further the interests of those we are opposing.

"In pursuance of that function, the radio section of the Office of Censorship devised and issued to the broadcasters of America a Code of Wartime Practices.

"This Code suggested certain lines that station operators should take in controlling the dissemination of information on their media. It is important that you understand the voluntary implications of the Code; ENFORCEMENT of the suggested provisions is left to the discretion of the broadcaster. He himself is the censor. He himself is responsible to his listeners if he, through negligence, permits his station to be utilized by the enemy. Only in the United States, of all the warring nations, is the practice of censorship a VOLUNTARY matter. There is no Goebbels in America, and there will be none.

"In our Code to the broadcasters, we suggested that certain types of news, which I outlined briefly a moment ago, be kept off the air. In addition, we felt it necessary to exercise special controls over some radio programs, which, because of their availability to the general public, appeared to be dangerous. That's why you have noticed perhaps that the remote quiz program which we in the industry call the man-on-the-street program has been taken off the air. The average man-on-the-street program plays to a small audience; usually, any Joe Doaks passing by the microphone had an opportunity to participate, if he wished to do so. This, to us, meant that an agent, determined to get information to his cohorts who were listening at some outpost, could gain access to the microphone and, through coded sentences or perhaps through the mere mention of his name and address, convey intelligence to the enemy.

"Our Code suggested, too, that the handling of request programs be altered. In the past, it has been the policy of many radio stations to conduct musical programs during which listeners were invited to call in their requests to be played. It is quite apparent that this program device made radio an available tool of the enemy. An agent, calling in his name and address and asking that Flat Foot Floogie be dedicated to his Aunt Emma, could be signalling a pre-arranged listening post that this was the night for the air raid. Our Code therefore sought the elimination of such telephoned requests.

"This Code has been in the hands of broadcasters for about six weeks. Recently a member of my staff completed a tour of the country, during which he discussed censorship with many broadcasters. I was gratified, but not surprised, to learn that the nation's broadcasters have taken special pains to live up to the letter and spirit of the Code. They appreciate the inherent possibilities in their media, and are doing all in their power to thwart any efforts on the part of the enemy to exploit radio.

"I say I am not surprised that the broadcasters so accepted the Code, in many cases at considerable financial sacrifice since its observance necessitated the cancellation of some commercial programs. In America, and in America only, the radio industry is privately owned; I believe it is the finest kind of radio in the world, offering listeners the most in entertainment and service. I believe this kind of radio MUST continue as an expression of the very principles for which we are now fighting, and have fought so many times before. Broadcasters appreciate this, too. They, you may rest assured, are going to withhold any information, however trifling, it may seem, if there is a hint that it might have its origin with the enemy and be information destined for his use.

"Although this is not a part of my job, I should like to express the hope that you and I—and all of us, as individuals—take ourselves as seriously as the broadcasters and the newspaper publishers are taking their business in these times. We can serve by censoring our own conversations, by keeping to ourselves any information which might serve the enemy. And we can serve, too, in a more positive way. I say this with some hesitation, because as I stated, our function in the Office of Censorship is strictly a negative one. But I submit to you, as my personal off-the-record observation, that perhaps we have too many downtown coaches in this war—too many sideline generals whose criticism of the war effort can do much to undermine its intent. We must have faith in our armed forces, and especially in the abilities of our military commands.

"Back in 168 B. C., Lucius Amelius Paulus was charged with the responsibility of prosecuting the Roman war in Macedonia. Before he left for the front with his armies, he called the people into general assembly in the square.

"There he told them that he knew many of them would be critical of his prosecution of the war. He told them that he expected the repercussions at home to be almost as severe, when tongues started wagging, as they were at the front, when swords started flashing. Lucius Paulus said to the people, 'If you have counsel to give me in the conduct of this war, I want it. I want your help. All I ask is this: come to Macedonia with me. Come to Macedonia with me and I shall have a ready ear for your suggestions.'

"So I say to you gentlemen here: you will do much for our effort if you act, too, as self-censors—and if you will refrain from thoughtless criticism, unless you are in Macedonia with Paulus."

## WOWO FARMERS' AWARDS

WOWO, Fort Wayne, is staging its Third Annual Achievement Awards Banquet March 19. This project, originally developed by Eldon Campbell, then special events director of the stations, is rapidly becoming traditional in the WOWO area. It consists of presenting achievement award certificates to farmers and farm women pre-selected by the Purdue University Extension Division, publicizing the presentation widely both through newspaper publicity and on the air. Speeches by nation-wide household names in agriculture are broadcast from the presentation banquet by WOWO.

## SUGGESTS CHECK NEW MEN

Mill March, program director, WFGP, Atlantic City, believes that new station employees having access to the microphone should undergo close investigation.

"Hiring of radio personnel, especially those who will actually be heard on the air", says Mr. March, "should be done with the most scrutinizing type of research. References, background, experience, naturalization, etc., should be checked carefully so that any enemy agents, with an impressive and persuasive manner, may not be granted positions, which would give them a medium of transferring information to foreign sources."

While this might seem a subject for Federal Bureau of Investigation assistance, it is known that FBI is everywhere over-loaded. The next best suggestion is probably securing assistance from such people as the Hooper-Holmes Bureau and Retail Credit Company. Such agencies could supply inquirers with a standard report on the morals, living habits and integrity of prospective employees.

If sufficient interest in this subject should develop NAB will be glad to work with these companies to evolve a special broadcasting investigation form designed to develop information on loyalty to the United States government, the war effort, etc.

## VACUUM TUBE SALVAGE

It has occurred to many that the salvaging of material from worn-out vacuum tubes is a partial solution of the shortage of critical materials for manufacturing new tubes.

Manufacturers have told us that it costs several times the value of the material to salvage it from old vacuum tubes and put it in shape to be reused. So far, a general salvage plan has not been instituted by the manufacturers. It may be that the material shortage may become so acute that it will be necessary to use salvage material.

In the meantime, every broadcaster should save all of his old tubes and not throw them away. This procedure should, of course, be followed with all equipment.

## TIRE RATIONING

In any case where Local Rationing Boards refuse recaps to station executives, engineers, technicians or workers under List "B" (a) (3) of the OPA Tire Regulations issued February 19 and effective March 2 (NAB REPORTS, February 20, p. 95), the decision should be appealed to your State Rationing Administrator at your state capital. Simply write him a letter setting forth the needs for the recap, the decision of the Local Rationing Board, and referring to List "B" (a) (3) of the Tire Rationing Regulations. You are urged to keep NAB informed of any difficulties encountered in this connection, so that matters may be taken up with OPA in Washington.

## TUBE PRIORITIES

Suppliers of tubes able to make delivery on A-10 Preference Rating usually require the pin of the blown tube because of the critical shortage of copper. WPB policy is for stations to purchase tubes from any supplier able to deliver on A-10 rather than give stations any higher priority rating for use with any particular supplier unable to deliver on A-10.

## BOYS ABROAD GET FAVORITE RADIO SHOWS BY SHORTWAVE

Soldiers on duty at overseas bases and battlefronts are now getting the best there is in the way of American entertainment in "Command Performance," a series of programs just launched under the auspices of the Radio Branch of the War Department Bureau of Public Relations. Each Sunday twelve shortwave transmitters, beamed at all parts of the globe, transmit the half hour broadcasts at times when the men in different parts of the world can best hear it.

Stars of radio, stage and screen are lending their talents and the nation's broadcasters are providing the facilities to bring the boys overseas a half hour of home talent each week. The programs are not broadcast in the United States but are prepared solely for shortwave transmission.

Eddie Cantor headlined the first program on Sunday, March 8. Fred Waring and his troupe are now preparing the second, and Fred Allen will be the star of the third. In each case the star is backed up with an array of the best talent available. Sports news plays an important part.

On the inaugural broadcast, along with Cantor, were Merle Oberon, Dinah Shore, Danny Kaye, Bea Wain, Bert Gordon and Harry Von Zell. The sports feature was a ringside recording of the Joe Louis-Buddy Baer fight.

On the second program with Fred Waring will be Tallulah Bankhead, Tommy Riggs and Betty Lou, Paul Douglas, sports commentator, and Joe E. Lewis, night club comedian.



"Command Performance," which offers to fill any reasonable request sent in from the American armed forces overseas, is broadcast on a staggered schedule every Sunday over WBOS, WRUL, WRUW, WCBX, WCDA, WNBI, WRCA, WGEO, WGEA, WLWO, KGEI, and WCRC.

Radio's topnotch producers are assisting the specialists of the Radio Branch in production. Vick Knight is coordinating producer for programs recorded in New York.

## PEABODY AWARDS DINNER

All broadcasters and their friends will be invited this year to the George Foster Peabody Radio Awards Dinner, to be held Friday, April 10, at 7 p. m. on the Starlight Roof of the Waldorf-Astoria, New York.

The New York Alumni Society of the University of Georgia, sponsor of the dinner, will send out invitations next week. The dinner will be \$5 a plate.

The Advisory Board will meet in New York March 20 to pick the 1941 award winners. These will be announced at the dinner.

Broadcasters planning a trip to New York in April might well keep in mind the April 10 date. A notable gathering is expected.

## District Meetings

### District 2

Clarence Wheeler, NAB Director of the Second District, has sent out a notice to all broadcasters in New York and New Jersey calling a meeting at the Hotel Roosevelt, New York City, on Friday, April 10. Representatives of the various government war agencies have been invited to send representatives to discuss mutual problems with broadcasters.

The date coincides with the George Foster Peabody Radio Awards Dinner, which will be held on the Starlight Roof of the Waldorf at 7 p. m. These dual attractions should bring out a large representation of New York and New Jersey broadcasters. This is the last of a series of meetings in the even numbered districts and a Director's election will be held for the ensuing two-year term.

### District 4

A meeting of the broadcasters of District 4 was called to order on March 7 in Roanoke, Virginia, by John Kennedy, District Director.

Neville Miller, of the NAB, reviewed developments since the last regional meeting, reporting on the work of the OFF, the present legislative situation in Washington, and discussed industry problems.

The future plans of BMI were discussed by Carl Haverlin, and the meeting later passed a resolution pledging its support to BMI. Mr. Haverlin announced that he had received very encouraging support from all the broadcasters who had attended the various regional meetings held during the past two weeks. Leonard Callahan, of SESAC, gave a brief report on SESAC. Due to the grounding of planes, I. T. Cohen, of Atlanta, who was to represent ASCAP, was unable to reach Roanoke for the meeting.

John Shepard, III, of the BVC, addressed the meeting after lunch, and discussed the work of the BVC and industry problems. J. Harold Ryan, Assistant Director of Censorship, explained the work of the Office of Censorship, stating that it was a cooperative activity between that office and the radio stations. Radio censorship, he stated, has all the problems which face newspaper censorship, and in addition, other problems arising out of certain radio programs. He stated that the Code had been written in general terms because it was the desire of the Office of Censorship to carry out a voluntary cooperative censorship with the help of the stations. After Mr. Ryan's talk, there was a question and answer period. Mr. Ryan stated that regarding the man-on-the-street

program, it was essential that stations maintain the method of selection of persons to be interviewed and that the station should be at all times in control of what is to be said. Other problems discussed were those raised by the itinerant evangelist, weather, spot announcements, news services and launching of ships.

A closed meeting, limited to members of the District only, was held late in the afternoon. G. Richard Shafto, of WIS, Columbia, South Carolina, was elected District Director.

A resolution was passed unanimously thanking Mr. Kennedy, the retiring Director, for his valuable services rendered as a Director during the last four years.

Industry affairs, future business prospects, and War problems were discussed and a resolution was passed requesting the Board to appoint a committee to study the management structure and finances of the NAB and report to the Convention.

The delegates were entertained by Stations WDBJ and WSLs at a cocktail party and supper at the Hotel Roanoke.

Those registered:

Burt Adams, NBC; Edward A. Allen, WLVA; Philip P. Allen, WLVA; Campbell Arnoux, WTAR; Edward E. Bishop, WGH; Walter Brown, WORD-WSPA; Leonard D. Callahan, SESAC; Howard L. Chernoff, WCHS; C. C. J. Culmer, SESAC; John H. Dodge, WRC; Edward E. Edgar, WGH; Harold Essex, WSJS and W41MM; Fred Fletcher, WRAL; Horace Fitzpatrick, WSLs; Carl Haverlin, BMI; James L. Howe, WBTM; Walter Huffington, WPID; Fred Johnstone, WSLs; Ray Jordan, WDBJ; A. E. Joscelyn, WBT; O. J. Kelchner, WMMN; John A. Kennedy, WCHS; F. D. Kesler, WDBJ; Frank E. Koehler, WSLs; C. T. Lucy, WRVA; John Mayo, Associated Music Publishers; Neville Miller, NAB; James H. Moore, WSLs; John W. New, WTAR; Paul Reynolds, WDBJ; J. Harold Ryan, Office of Censorship; G. Richard Shafto, WIS; John Shepard, 3d, Yankee Network; Alex Sherwood, Standard Radio; George W. Smith, WWVA; Joe L. Smith, Jr., WJLS-WKWK; Sol Taishoff, Broadcasting Magazine; Eddie Vann, WLOG; Jack Weldon, WDBJ; Jess Willard, WJSV; W. A. Wilson, WOPI; and Jerry Winters, WGBR.

### District 8

Those registered at the recent District 8 meeting:

C. E. Arney, Jr., NAB; Hugh C. Brown, WFBM; D. A. Burton, WLBC; J. B. Conley, WOWO; Eldon Campbell, WOWO; R. R. Baker, WTRC; H. G. Wall, WIBC; F. D. Schurz, WSBT; Leo Fitzpatrick, WJR; Grant Ashbacher, WKBZ; George W. Cushing, WJR; Owen Uridge, WJR; F. A. McPhillips, WJR; Burton Adams, NBC; Hugh Feltis, NBC, Blue; John W. O'Harrow, WKZO; W. C. Wester, WKBZ; J. Harold Ryan, Office of Censorship; Forrest F. Owen, WELL; E. P. Mills, Jr., WELL; Paul H. Aurandt, WKZO; James M. Gaines, NBC; Howard Loeb, WFDF; Frank E. Chizzini, NBC Thesaurus; John E. Fetzer, WKZO; Milton Blink, Standard Radio; Lieut. Holman Faust, U. S. Navy; Edward R. Grace, Jr., Ensign, U. S. Navy Public Relations; Jack Harris, War Department; Leonard D. Callahan, SESAC; R. W. Rome, ASCAP; Carl Haverlin, BMI; Jack D. Parker, WSAM, and Milton Greenebaum, WSAM.

### District 10

The following registered at the recent District 10 meeting:

Burton Adams, NBC; C. E. Arney, Jr., NAB; Larry Andrews, KICD; Ernest F. Bader, KBON; Russ Baker, WOW; Richard W. Beckman, WOI; Sam H. Bennett, KMBC; Milton Blink, Standard Radio; Hale Bondurant, WHO; Paul O. Brawner, KFNF; Harry Burke, WOW; Leonard D. Callahan, SESAC; Frank E. Chizzini, NBC Thesaurus; Tom Curran, United Press; Major Louis W. De Young, Army Public Relations; Dietrich Dirks, KTRI; Lt. James C. Douglas, Navy Public Relations; Joe DuMond, KXEL-KBUR; Ralph Evans, WHO-WOC; F. C. Eighmey, KGLO; Harold Fair, WHO; Jack Falvey, KBIZ; Lt. Holman Faust, Navy Public Relations; Hugh Feltis, Blue Network; Harold W. Fulton, WHO; John J. Gillin, Jr., WOW; Gus Hagenah, SESAC; Carl Haverlin, BMI; Jack Harris, War Department; Wick Heath, KMMJ; L. L. Hilliard, KGKY; Dick Hull, WOI; Bob Hurleigh, Associated Press; Karl Koerper, KMBC; Craig Lawrence, KSO; W. I. LeBarron, KGNF; Mrs. W. I. LeBarron, KGNF; Edmund Linehan, KSO-KRNT; Beryl Lottridge, WOC; J. O. Maland, WHO; Bill Martin, KMMJ;

Lt. Fred W. May, Army Public Relations; Foster May, WOW; Barney Oldfield, Army; Franklin O. Pease, Video & Sound Enterprises; Howard Peterson, WOW; O. H. H. Preus, KWLC; William B. Quarton, WMT; Cy Rapp, KMA; Robert K. Richards, Office of Censorship; Glenn Rippen, KMMJ; R. H. Sawyer, KMA; Don Searle, KOIL; Jack Shelley, WHO; Erle H. Smith, KMBC; Art Thomas, WJAC; C. L. Thomas, KNOK-KFRU; Mims Thomason, United Press; R. Bruce Wallace, KOIL; Art Weaver, KOIL-KFAB-KFOR; Ralph Wentworth, Lang-Worth; Woody Woods, WHO, and Jud Woods, KFAB-KFOR.

## WIDE SUPPORT FOR BMI

The following statement was issued by the Board of Directors of BMI after the meeting held in New York on March 5:

"The Board of Directors of BMI stated today that the signature of BMI's new eight year contracts was proceeding satisfactorily, and that contracts covering a majority of the industry's revenue had already been executed. In addition, practically all BMI licensees have pledged their continued support both at meetings and by mail. The rate at which contracts are coming in is so conclusive a demonstration of the fact that the broadcasting industry will continue to support BMI, that Columbia Broadcasting System, Inc., National Broadcasting Company, Inc., and Blue Network Company, Inc., are paying the first six month's license fees under their new contracts in advance. Although BMI's present contracts expire on March 11th, the first payment under the new contracts, due April 20th, will be for only part of the month of March, and the first full month's payment under the new agreements will become payable only on May 20th. Moreover, BMI has not only paid the 1941 installments on the contract with Edward B. Marks Music Corporation, which constitutes the company's largest single commitment, but BMI has, in addition, already accumulated and earmarked an amount sufficient to pay all of the 1942 installments. The advance payment made by the networks is intended to obviate any stringency in cash position which would otherwise be caused by these factors."

## TRANSCRIPTION FEES

AMP has retained Sydney Kaye to prosecute a test case to determine the legality, under Section 1 (e) of the Copyright Act, of recording fees for electrical transcriptions in excess of two cents per recording. If two cents is found to be the legal maximum charge it is estimated that a saving of nearly \$1,000,000 annually to the industry might result. Procedural details are still under consideration.

## NEW HAMPSHIRE AND VERMONT RADIO CENSUS FIGURES

The United States Bureau of Census released radio figures for New Hampshire and Vermont Thursday, March 12.

The NAB Research Department has projected total figures of Radio Equipped Occupied Dwelling Units, following the procedure outlined in NAB REPORTS, Page 128, March 6, 1942. The figures are as follows:

### NEW HAMPSHIRE

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by County, and Cities of 2500 or more Population—Urban, Rural-Nonfarm and Rural-Farm: 1940\*

County	All Units			Urban Units			Rural Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Units	Units	% Radio	Units	Units	% Radio	Units	Units	% Radio	Units
Belknap	6,741	88.8	5,894	3,579	93.8	3,357	2,255	84.4	1,903	907	79.9	724
Carroll	4,443	84.5	3,754				3,654	84.9	3,103	789	82.5	651
Cheshire	9,675	88.8	8,596	3,804	93.7	3,564	4,239	86.6	3,670	1,632	83.5	1,362
Coos	9,529	89.5	8,532	4,490	92.0	4,133	3,848	89.7	3,451	1,191	79.6	948
Grafton	12,201	87.3	10,655	3,386	92.2	3,121	6,774	86.7	5,875	2,041	81.3	1,659
Hillsborough	39,180	92.0	36,048	30,800	93.0	28,651	5,856	89.2	5,221	2,524	86.2	2,176
Merrimack	15,861	90.1	14,290	8,488	95.3	8,092	5,276	84.8	4,473	2,097	82.3	1,725
Rockingham	16,511	89.9	14,844	7,112	93.9	6,679	6,298	87.8	5,527	3,101	85.1	2,638
Strafford	11,827	91.2	10,788	8,881	93.1	8,266	2,213	87.2	1,929	733	80.9	593
Sullivan	6,968	88.6	6,173	4,815	91.9	4,425	1,137	82.2	935	1,016	80.0	813
State Total	132,936	90.0	119,664	75,355	93.3	70,288	41,550	86.9	36,087	16,031	82.9	13,289

## SANDERS BILL HEARINGS

Hearings on the Sanders Bill (H. R. 5497) to amend the Communications Act will start Tuesday, April 14, it was announced Wednesday by Chairman Lea (D-Cal) of the House Committee on Interstate and Foreign Commerce. The policy of the NAB will be considered by the Board of Directors when it meets in New York on Thursday and Friday of next week.

## COX RESOLUTION

The House Committee on Rules has scheduled an open hearing on the Cox Resolution for Friday, March 13. The resolution calls for an investigation of the FCC.

## PRIORITY PROBLEMS

There are going to be some further problems on priorities Chairman James Lawrence Fly said at his press conference on Monday. "At least I have heard some strange rumblings in the distance," he said.

Mr. Fly said that some of the rules that have been adopted for the emergency have not been strict enough. "In other words," he said, "we may in due course face a question as to even in defense functions which defense function is paramount. While there is nothing immediately pressing on us there, but from the defense people there come suggestions of an awfully strong approach."

The Chairman said that pretty soon now attention will have to be given to FM and television, and experimental stations and the like. "Those suggestions," he said, "are not quite as clear as the standard broadcast and rules have not yet been formulated. But that is something that is just around the corner."

Discussing the WPB order on radio receiving sets, Mr. Fly said that that won't have much of an impact on standard broadcast. He said that there are some 57,000,000 radio receiving sets in the country and he said that everyone who listens to the radio has at least one set and many families have more than that. He said with the new sets available and repair parts that he does not anticipate any trouble about receiving sets.

## NETWORKS' APPEAL

CBS and NBC on Monday filed appeals with the Supreme Court from the decision of the statutory three-judge court in New York dismissing their suits against the government for lack of jurisdiction. Argument probably will be heard April 27.



# NEW HAMPSHIRE—Continued

## Cities of 2500 or More Population

City	County	Units	% Radio	Radio Units
Laconia	Belknap	3,579	93.8	3,357
Keene	Cheshire	3,804	93.7	3,564
Berlin	Coos	4,490	92.0	4,133
Lebanon town	Grafton	2,121	92.6	1,964
Littletown town	"	1,265	91.4	1,157
Manchester	Hillsborough	21,038	92.3	19,421
Milford town	"	1,156	91.9	1,062
Nashua		8,606	94.9	8,168
Concord	Merrimack	6,730	95.5	6,427
Franklin	"	1,758	94.7	1,665
Derry town	Rockingham	1,579	89.4	1,411
Exeter town	"	1,538	94.0	1,445
Portsmouth	"	3,995	95.7	3,823
Dover	Strafford	3,971	94.4	3,747
Rochester	"	3,366	92.4	3,110
Somersworth	"	1,544	91.2	1,409
Claremont town	Sullivan	3,321	93.3	3,099
Newport	"	1,494	88.7	1,326

## VERMONT

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Units	Units	% Radio	Units	Units	% Radio	Units	Units	% Radio	Units
Addison	4,532	83.5	3,783				2,406	85.5	2,056	2,126	81.2	1,727
Bennington	6,138	91.0	5,584	2,182	96.7	2,109	2,903	88.6	2,573	1,053	85.6	902
Caledonia	6,566	88.1	5,784	2,119	95.9	2,032	2,464	88.2	2,174	1,983	79.6	1,578
Chittenden	12,684	92.6	11,748	8,534	95.7	8,163	2,311	87.8	2,028	1,839	84.7	1,557
Essex	1,678	82.8	1,390				1,078	86.7	935	600	75.8	455
Franklin	7,370	89.1	6,566	2,138	96.8	2,069	2,922	86.8	2,537	2,310	84.9	1,960
Grand Isle	931	84.9	790				421	83.9	353	510	85.8	437
Lamoille	2,852	84.6	2,411				1,643	88.7	1,458	1,209	78.8	953
Orange	4,470	80.7	3,607				2,169	86.3	1,872	2,301	75.4	1,735
Orleans	5,460	87.3	4,764	1,332	95.2	1,268	1,975	87.8	1,733	2,153	81.9	1,763
Rutland	11,789	89.3	10,528	4,580	95.2	4,361	5,066	88.1	4,464	2,143	79.5	1,703
Washington	10,589	89.5	9,482	5,747	94.2	5,412	2,761	87.6	2,419	2,081	79.3	1,651
Windham	7,365	88.9	6,544	3,622	95.9	3,475	2,038	83.1	1,693	1,075	80.7	1,376
Windsor	10,011	89.1	8,924	2,211	96.5	2,133	5,007	90.1	4,511	2,793	81.6	2,280
State Total	92,435	88.6	81,905	32,465	95.5	31,022	35,164	87.6	30,806	24,806	80.9	20,077

## Cities of 2500 or More Population

City	County	Units	% Radio	Radio Units
Bennington Village	Bennington	2,182	96.7	2,109
St. Johnsbury Village	Caledonia	2,119	95.9	2,032
Burlington	Chittenden	7,138	96.0	6,851
Winooski	"	1,396	94.0	1,312
St. Albans	Franklin	2,138	96.8	2,069
Newport	Orleans	1,332	95.2	1,268
Rutland City	Rutland	4,580	95.2	4,361
Barre	Washington	3,058	93.2	2,850
Montpelier	"	2,204	95.6	2,107
Waterbury Village	"	485	93.8	455
Bellows Falls Village	Windham	1,174	96.9	1,138
Brattleboro Village	"	2,448	95.5	2,337
Springfield Village	Windsor	1,404	96.4	1,353
Windsor Village	"	807	96.7	780

\*Source: Figures of the number of Occupied Dwelling Units and Percent Radio Equipped published by U. S. Census in the Second Series Housing Reports for New Hampshire and Vermont.

Figures of the number of Radio Equipped Occupied Dwelling Units calculated by NAB Research Department to project total figures. Census release did not include 1,866 Occupied Dwelling Units for Vermont, and 3,178 for New Hampshire, because answers to the radio question were not obtained in enumeration.

## STATE LEGISLATION

### NEW JERSEY:

S. 110 (STANGER) MUSIC COPYRIGHTS—To regulate copyrighted vocal and instrumental musical composition monopolies. Referred to Committee on Judiciary.

## SET MANUFACTURE STOPPED

The War Production Board has ordered the manufacture of radios and phonographs for civilian use to be discontinued after April 22, 1942.

The plants may complete sets on which they begin assembly work on or before April 22, 1942, under the limited production quotas provided for in the original order (L-44). They may also continue to make replacement parts.

Other than that the entire facilities of the American radio industry will be made available for war production.

The order stipulates that no manufacturer shall use more than \$500 worth of parts and materials ordered after February 11, 1942. However, it does not impose any limitation on the purchase of wooden cabinets. The \$500 ceiling on orders is to permit the purchase of a limited quantity of incidental items to complete production by April 22.

The WPB order (L-44-a) affects 55 companies manufacturing home receiving sets who in 1941 employed approximately 30,000 persons, produced more than 13,000,000 sets, and did a business of approximately \$240,000,000. In the manufacture of these more than 13,000,000 sets for civilian use the following amounts of critical materials were used: 2100 tons of aluminum, 10,500 tons of copper, 280 tons of nickel, and 70,000 tons of steel.

War equipment to be produced by the radio industry will include airplane detection equipment, to detect approaching enemy aircraft, and transmitting and receiving equipment to enable our armed forces—on land, on sea, or in the air—to communicate with each other.

Military orders already placed for war radio equipment amount to more than one billion dollars. Orders of approximately \$500,000,000 are held by the 55 companies affected by today's order; the balance are held by companies not usually engaged in the manufacture of home radio sets.

Production of home radios was originally curtailed in an order issued in January which provided that between January 23 and April 23 the large manufacturers were limited to 55 per cent of their rate of production in the first nine months of 1941, and small manufacturers were limited to 65 per cent. It is expected that under the terms of that order approximately 3,000,000 radios will be built this year before the cutoff goes into effect.

Robert Berner, Chief of the Radio Section of the War Production Board, said that the conversion will not result in unemployment for any appreciable period; in fact, employment in the radio industry will greatly increase after the switch has been made from civilian to military production. It is expected that more than 95 per cent of the conversion will be completed before June 30 of this year.

The Ordnance Branch and the Radio Section of Consumers' Durable Goods Branch of WPB, to facilitate the conversion of the smaller companies, have worked out a sub-contracting plan whereby each of the 55 companies affected by the order who is not himself a prime contractor will be assigned to a prime contractor, thus forming a series of military production "family groups." The load of producing war radio equipment will be so evenly divided that there will be work for every company, either as a prime contractor or a sub-contractor, which is capable of performing the precise operations demanded by the military. In fact, all but 13 of the 55 companies affected by the order already have military contracts of some kind. Orders for most will soon be increased and it is hoped that the 13 companies now without any military contracts will be able to obtain a part of the war business.

When the last of the 55 companies has turned out the last civilian radio, there will be in operation more than 60,000,000 radio sets in some 87 per cent of American homes.

The provision in the order for the continued manufacture of replacement parts will enable the bulk of the existing home radios to be kept in efficient operating condition during the war.

## CUBAN RULES CHANGED

Methods used by the enemies of democracy "artfully and with sinuous and tortuous machinations to divide public opinion with false statements and dark rumors spread by espionage" was said by the Cuban Government to be one of the reasons prompting the recent decree regulating commercial broadcasting stations in the Republic, according to the Department of Commerce.

New regulations prohibit the broadcasting of news from sources which cannot be verified, provide for proper identification of all persons given access to microphones, close scrutiny of a political character, and prohibition of broadcasts which clearly tend to prejudice good international relations.

Other forms of regulation provided for in the decree are designed to promote betterment of culture of the people of Cuba and prestige of the Republic.

Regulations issued in 1939 were said to be insufficient to meet the new conditions of radio broadcasting because of advanced technique and the international agreements to which the Republic of Cuba had subscribed.

## FEDERAL COMMUNICATIONS COMMISSION DOCKET

### HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, March 16. They are subject to change.

#### Monday, March 16

WELL—Federated Publications, Inc., Battle Creek, Mich.—Renewal of license, 1400 kc., 250 watts, unlimited.

#### Wednesday, March 18

##### Consolidated Hearing

KVOA—Arizona Broadcasting Company, Inc., Tucson, Arizona.—C. P., 590 kc., 1 KW, unlimited, DA-day and night.

KGGM—New Mexico Broadcasting Co., Albuquerque, N. Mex.—C. P., 590 kc., 5 KW day, 1 KW night, unlimited, DA-night.

KVSF—New Mexico Broadcasting Co., Sante Fe, N. Mex.—C. P., 1260 kc., 1 KW, unlimited.

#### Thursday, March 19

##### Further Hearing

WAPI—Voice of Alabama, Inc., Birmingham, Ala.—C. P., 1070 kc., 50 KW, unlimited, DA-night.

## FEDERAL COMMUNICATIONS COMMISSION ACTION

### APPLICATIONS GRANTED

WAAB—The Yankee Network, Inc., Boston, Mass.—Granted construction permit (B1-P-3194), subject to approval of directional antenna design, to increase power from 1 to 5 KW, install a new transmitter and directional antenna for day and night use, and move transmitter to Holden, Mass.;



studio to Worcester, Mass. (Has on hand all necessary materials.)

**WWNC**—Charles A. Webb (Transferor), Common stockholders collectively of Asheville Citizens-Times Co., Inc., Asheville, N. C.—Granted consent (B3-TC-296) to relinquishment of control of Asheville Citizens-Times Co., Inc., Station WWNC, by Charles A. Webb, through payment of accrued preferred stock dividends by licensee corporation, to common stockholders collectively.

**KOB**—Albuquerque Broadcasting Co., Albuquerque, New Mex.—Granted extension of special service authorization (B5-SSA-28) for a period of 60 days, to May 10, 1942.

**WFBM**—WFBM, Inc., Indianapolis, Ind.—Granted license (B4-L-1489) to cover construction permit (B4-ML-354) to operate on **1260 kc.**, 5 KW, unlimited time, directional antenna night; also authority to determine operating power by direct method (B4-Z-1223).

**WNAC**—The Yankee Network, Inc., Boston, Mass.—Granted construction permit (B1-P-3445) to reinstate (B1-MP-322 as modified, which authorized increase in power to 5 KW, changes in equipment, installation of directional antenna for day and night use) and to cover changes in directional antenna for night use only. (Involves no use of new critical materials.)

**WSIX**—WSIX, Inc., Nashville, Tenn.—Granted modification (B3-MP-1526) of construction permit (B3-P-3053) conditional to protecting certain foreign stations from objectionable interference, to make changes in directional antenna and extend completion date to 60 days after grant.

**WCBW**—Columbia Broadcasting System, Inc., New York, N. Y.—Granted license to operate present equipment for one year conditioned upon licensee meeting terms of construction permit within that year, and extended construction permit accordingly.

## DESIGNATED FOR HEARING

**J. C. Horton**, Santa Ana, Calif.—Designated for hearing pursuant to policy with respect to new construction under present emergency, application for construction permit for new station (B5-P-3441).

**Florida National Building Corp.**, Miami, Fla.—Designated for hearing pursuant to policy with respect to new construction under present emergency, application for construction permit for new station (B3-P-3372).

**Associated Broadcasters, Inc.**, Indianapolis, Ind.—Designated for hearing pursuant to policy with respect to new construction under present emergency, application for construction permit (B4-P-3294) for new station; hearing to be consolidated with hearing on applications of WIRE requesting 50 KW on **1190 kc.**, WOWO for renewal of license and increase in power to 50 KW, WGL and WKBV for renewal of licenses.

**KSD**—The Pulitzer Publishing Co., St. Louis, Mo.—Designated for hearing pursuant to policy with respect to new construction under present emergency, application for construction permit to change frequency from **550 to 910 kc.**, increase power from 1 KW night, 5 KW LS, to 50 KW, install new transmitter and new directional antenna for night use, and move transmitter (B4-P-3208).

**KROY**—Royal Miller, Sacramento, Calif.—Designated for hearing pursuant to policy with respect to new construction under present emergency, application for construction permit to change frequency from **1240 to 1030 kc.**, increase power from 100 watts to 10 KW, unlimited time, move transmitter locally and install new transmitter and directional antenna for day and night use; hearing to be consolidated with hearing on applications of KFXD, Nampa, Idaho, and KRNR, Roseburg, Ore., requesting use of the same frequency.

**WFBR**—The Baltimore Radio Show, Inc., Baltimore, Md.—Designated for hearing application for construction permit (B1-P-3332) to make changes in directional antenna.

## DESIGNATED FOR FURTHER HEARING

The following standard broadcast applications for construction permits, on which hearings have already been heard, were designated for further hearing upon additional issues raised by the policy with respect to new construction under the present emergency:

**Park Cities Broadcasting Co.**, Dallas, Tex.—For a new station to operate on **710 kc.** with power of 5 KW, unlimited time (Docket 5967).

**WTCN**—Minnesota Broadcasting Corp., Minneapolis, Minn.—To change frequency from **1280 to 710 kc.** (Docket 5859). Now operates with power of 1 KW night and 5 KW day.

**WHB**—WHB Broadcasting Co., Kansas City, Mo.—To change frequency from **880 to 710 kc.** (Docket 6022). Now operates with 1 KW daytime.

**Camden Broadcasting Co.**, Camden, N. J.—For new station to operate on **820 kc.** with 500 watts power, daytime (Docket 6009).

**WICA**—WICA, Inc., Ashtabula, Ohio.—To install new transmitter and increase power from 1 KW daytime, to 5 KW day and 1 KW night, unlimited time (Docket 6120). Operates on **970 kc.**

**WWSW**—Walker & Downing Radio Corp., Pittsburgh, Pa.—To change frequency from **1490 to 970 kc.**, and increase power from 250 watts to 5 KW, unlimited time (Docket 6121).

**Scripps-Howard Radio, Inc.**, Houston, Tex.—For new station to operate on **1230 kc.** (Docket 6088).

**Texas Star Broadcasting Co.**, Houston, Tex.—For new station to operate on **1230 kc.** (Docket 6089).

**Greater Houston Broadcasting Co., Inc.**, Houston, Tex.—For new station to operate on **1230 kc.** (Docket 6096).

**WBRE**—Louis G. Baltimore, Wilkes-Barre, Pa.—For a synchronous station at Scranton, Pa., to operate with 100 watts (Docket 6039). WBRE operates on **1340 kc.** with 250 watts, unlimited time.

**Dorman Schaeffer**, Klamath Falls, Ore.—For a new station to operate on **1400 kc.** with 250 watts, unlimited time (Docket 6091).

**Herald Publishing Co.**, Klamath Falls, Ore.—For a new station to operate on **1400 kc.** with 250 watts, unlimited time (Docket 6090).

**South Florida Broadcasting, Inc.**, Miami, Fla.—For a new station to operate on **1450 kc.**, with 250 watts, unlimited time (Docket 6153).

**West Allis Broadcasting Co.**, West Allis, Wis.—For a new station to operate on **1480 kc.** with 250 watts, daytime (Docket 6098).

**Robert V. Lee**, Bradenton, Fla.—For a new station to operate on **1490 kc.** with 250 watts power (Docket 5944).

**KMLB**—Liner's Broadcasting Station, Inc., Monroe, La.—To change frequency from **1230 to 1440 kc.** and increase power from 250 watts to 1 KW, unlimited time (Docket 5994).

**KNOE, Inc.**, Monroe, La.—For a new station to operate on **1450 kc.** with 250 watts, unlimited time (Docket 5995).

## MISCELLANEOUS

**The Radio Voice of New Hampshire, Inc.**, Portable-Mobile, area of Manchester, N. H.—Granted construction permit for new relay broadcast station; **1616, 2090, 2190, 2830 kc.**; 15 watts (B1-PRY-272).

**United Broadcasting Co.**, Cleveland, Ohio.—Granted construction permit for new relay broadcast station; **31620, 35260, 37340, 39620 kc.**; 50 watts (B2-PRE-420).

**Wichita Broadcasting Co.**, Portable-Mobile, area of Wichita Falls, Tex.—Granted construction permit for new relay broadcast station; **1622, 2058, 2150, 2790 kc.**; 50 watts (B3-PRY-273).

**WTNK**—WOAX, Inc., Portable-Mobile, area of Trenton, N. J.—Granted license for reinstatement of relay broadcast station license which expired October 1, 1941 (B1-LRY-253).

**W67C**—Columbia Broadcasting System, Inc., Chicago, Ill.—Granted modification of construction permit as modified for new high frequency broadcast station, for extension of completion date only, from March 14, 1942, to September 14, 1942 (B4-MPH-72).

**WCBX**—Columbia Broadcasting System, Inc., Brentwood, N. Y.—Granted license to cover construction permit as modified, for increase in power, installation of new equipment, move of transmitter and change in frequencies (B1-LIB-22) (International Broadcast station).

**Banks of the Wabash, Inc.**, Portable-Mobile, area of Terre Haute, Ind.—Granted construction permit for new relay broadcast station; **1622, 2058, 2150, 2790 kc.**; 40 watts (B4-PRY-271).

**KSTP, Inc.**, St. Paul, Minn.—Granted construction permit for new relay broadcast station; **156750, 158400, 159300, 161100 kc.**; 50 watts (B4-PRE-419).

KEIV—Nichols and Warinner, Inc., Portable-Mobile, area of Long Beach, Calif.—Granted license for reinstatement of relay broadcast station license which expired December 1, 1941 (B5-LRE-379).

WIBA—Badger Broadcasting Co., Madison, Wis.—Granted license to cover construction permit as modified for new transmitter, changes in directional antenna system, for night use, and move of studio and transmitter (B4-L-1618); granted authority to determine operating power by direct measurement of antenna input (B4-Z-1350).

R. O. Hardin and J. C. Buchanan, d/b as Nashville Broadcasting Co., Tennessee Radio Corp. (both of Nashville, Tenn.).—Ordered that the records in the matter of applications for new stations (Docket Nos. 6191 and 6193) be reopened for further hearing, in accordance with Commission's policy adopted February 23, 1942, regarding use of critical materials under present emergency.

Air-Waves, Inc., Louisiana Communications, Inc. (both of Baton Rouge, La.).—Ordered that the records in the matter of applications for new stations (Docket Nos. 6155 and 6157) be reopened for further hearing, in accordance with Commission's policy adopted February 23, 1942, regarding use of critical materials under present emergency.

Newark Broadcasting Corp., Newark, N. J.—Ordered that the records in the matter of applications for new stations (Docket No. 6190) be reopened for further hearing, in accordance with Commission's policy adopted February 23, 1942, regarding use of critical materials under present emergency.

Utica Broadcasting Co., Inc., Midstate Radio Corp., Utica Observer-Dispatch, Inc. (all of Utica, N. Y.).—Ordered that the records in the matter of applications for new stations (Docket Nos. 6140, 6141 and 6043) be reopened for further hearing, in accordance with Commission's policy adopted February 23, 1942, regarding use of critical materials under present emergency.

Jefferson Broadcasting Corp., George Johnston, Jr., WBAM, Inc. (all of Birmingham, Ala.).—Ordered that the records in the matter of applications for new stations (Docket Nos. 6134, 6147, 6150) be reopened for further hearing, in accordance with Commission's policy adopted February 23, 1942, regarding use of critical materials under present emergency.

Hennessy Broadcasting Co., Barclay Craighead (both of Butte, Mont.).—Ordered that the records in the matter of applications for new stations (Docket Nos. 6131 and 6132) be reopened for further hearing, in accordance with Commission's policy adopted February 23, 1942, regarding use of critical materials under present emergency.

KVOA—Arizona Broadcasting Co., Inc., Tucson, Ariz.—On its own motion the Commission supplemented notice of issues in Docket 6082, and ordered retention of present hearing date—March 18, 1942.

KGGM—New Mexico Broadcasting Co., Albuquerque, N. Mex.—On its own motion the Commission supplemented notice of issues in Docket 6142, and ordered retention of present hearing date—March 18, 1942.

KVSF—New Mexico Broadcasting Co., Santa Fe, N. Mex.—On its own motion the Commission supplemented notice of issues in Docket 6143, and ordered retention of present hearing date—March 18, 1942.

W3XPP—National Broadcasting Co., Inc., Philadelphia, Pa.—Granted modification of construction permit as modified, for new television station, for extension of commencement and completion dates from September 3, 1941, and March 3, 1942, to six months from respective dates.

WNBW—National Broadcasting Co., Inc., Washington, D. C.—Granted modification of construction permit for new commercial television station for extension of commencement and completion dates for a period of six months.

WEVD—Debs Memorial Radio Fund, Inc., New York, N. Y.—Granted modification of construction permit (B1-P-2955, as modified) for new transmitter, installation of directional antenna for day and night use, increase in power and move, for extension of completion date from February 28 to April 30, 1942 (B1-MP-1521).

WMAS—WMAS, Inc., Springfield, Mass.—Granted motion to dismiss without prejudice application for construction permit to operate on **910 kc.**; 1 KW, unlimited time; DA-day and night.

James F. Hopkins, Inc., Ann Arbor, Mich.—Granted petition for leave to amend application for new station to specify 250

watts power, site and antenna systems to be determined, and change in equipment.

KWFT—Wichita Broadcasting Co., Wichita Falls, Tex.—Granted motion for 30-day postponement of hearing now set for March 13, in re modification of license to operate on **620 kc.**, 5 KW, unlimited time; DA-night and day, and hearing continued to April 10.

## APPLICATIONS FILED AT FCC

### 550 Kilocycles

KOAC—Oregon State Agricultural College, Corvallis, Ore.—Modification of construction permit (B5-P-2422) as modified for new transmitter, directional antenna, increase in power and move of transmitter, requesting extension of completion date from 4-1-42 to 6-1-42.

### 560 Kilocycles

WIS—The Liberty Life Insurance Co., Columbia, S. C.—Modification of license to change name to the Surety Life Insurance Company.

### 570 Kilocycles

KUTA—Jack Powers, David G. Smith, Frank C. Carman, and Grant R. Wrathall, d/b as Utah Broadcasting Co., Salt Lake City, Utah.—Modification of construction permit (B5-P-2342) as modified, for installation of new transmitter, directional antenna for day and night use, change in frequency, increase in power and move of transmitter, requesting extension of completion date from 3-26-42 to 5-25-42.

### 600 Kilocycles

WCAO—The Monumental Radio Co., Baltimore, Md.—Modification of construction permit (B1-P-3024) as modified, for increase in power, move of transmitter, new transmitter and installation of directional antenna, requesting extension of completion date from 4-8-42 to 8-8-42.

KROD—Dorrance D. Roderick, El Paso, Tex.—License to cover construction permit (B3-P-3275) to install new transmitter.

### 800 Kilocycles

NEW—Chattanooga Broadcasting Corp., Chattanooga, Tenn.—Construction permit for a new broadcast station to be operated on **1420 kc.**, 250 watts, unlimited hours. Amended: to make changes in transmitting equipment, changes in proposed antenna system, change frequency to **800 kc.**, 1 KW daytime and omit request for facilities of WAPO when vacated.

### 930 Kilocycles

WJAX—City of Jacksonville, Jacksonville, Fla.—Construction permit to change power from 1 KW night, 5 KW day to 5 KW, make changes in equipment and install directional antenna for night use. Amended: to make changes in proposed directional antenna.

WRRF—Tar Heel Broadcasting System, Inc., Washington, N. C.—License to cover construction permit (B3-P-3316) as modified for a new broadcast station.

WRRF—Tar Heel Broadcasting System, Inc., Washington, N. C.—Authority to determine operating power by direct method.

### 950 Kilocycles

KPRC—Houston Printing Corp., Houston, Tex.—Authority to determine operating power by direct method.

### 1060 Kilocycles

KRE—Central California Broadcasters, Inc., Berkeley, Calif.—Construction permit to change frequency from **1400 to 1060 kc.**, power from 250 to 500 watts night, 1 KW day, install new transmitter and antenna. Amended: to request **960 kc.**, 1 KW, changes in antenna and facilities KROW, contingent on KROW's change in frequency.

KROW—Educational Broadcasting Corp., Oakland, Calif.—Modification of construction permit (B5-P-2803) for increase in power, new transmitter and directional antenna for night use and move transmitter, requesting increase in power



from 5 to 50 KW, change frequency from **960 to 1060 kc.**, install new transmitter and directional antenna for night use and move transmitter.

#### 1190 Kilocycles

**KEX**—Oregonian Publishing Co., Portland, Ore.—Special service authorization to operate on **1190 kc.** with power of 10 KW, new transmitter, vertical antenna period ending 1-1-43.

#### 1230 Kilocycles

**KFIO**—Spokane Broadcasting Corp., Spokane, Wash.—License to cover construction permit (B5-P-3144) for new transmitter, antenna, change in power and frequency and hours.

**KFIO**—Spokane Broadcasting Corp., Spokane, Wash.—Authority to determine operating power by direct method.

#### 1310 Kilocycles

**WDOD**—WDOD Broadcasting Corp., Chattanooga, Tenn.—Modification of construction permit (B3-P-2641) as modified, for move of transmitter, increase in power and installation of directional antenna for night use, requesting extension of completion date from 3-23-42 to 6-23-42.

#### 1340 Kilocycles

**NEW**—Sunland Broadcasting Corp., DeLand, Fla.—Construction permit for a new broadcast station to be operated on **1340 kc.**, 250 watts, unlimited time.

**WEIM**—Ruben E. Aronheim, Fitchburg, Mass.—Authority to determine operating power by direct method. Amended: re new supplemental forms.

#### 1450 Kilocycles

**WJPA**—Washington Broadcasting Co., Washington, Pa.—License to cover construction permit (B2-P-3088) as modified, for a new broadcast station.

**WJPA**—Washington Broadcasting Co., Washington, Pa.—Authority to determine operating power by direct method.

**KWBW**—The Nation's Center Broadcasting Co., Inc., Hutchinson, Kans.—License to cover construction permit (B4-P-3306) for increase in power, changes in equipment.

**KWBW**—The Nation's Center Broadcasting Co., Inc., Hutchinson, Kans.—Authority to determine operating power by direct method.

#### 1520 Kilocycles

**WHIP**—Hammond-Calumet Broadcasting Corp., Hammond, Ind.—Modification of construction permit (B4-P-2399) for change in hours of operation and changes in directional antenna for day and night use, requesting extension of completion date from 3-29-42 to 5-30-42.

**NEW**—Eastern Broadcasting Co., Patchogue, N. Y.—Construction permit for a new broadcast station to be operated on **1300 kc.**, 250 watts, unlimited time. Amended: to request **1520 kc.**, 1 KW, limited time **KWBW**, new transmitter, antenna changes and studio and transmitter sites to be determined, Long Island, N. Y.

#### FM APPLICATIONS

**NEW**—M. A. Leese Radio Corp., Washington, D. C.—Construction permit for a new high frequency broadcast station to be operated on **47100 kc.**; population, 899,946; coverage, 5,600 square miles. Amended: to change name to The Evening Star Broadcasting Co.

**W67NY**—Columbia Broadcasting System, Inc., New York, N. Y.—Modification of construction permit (B1-PH-55) as modified, for a new high frequency broadcast station, requesting extension of completion date from 3-28-42 to 9-14-42.

**W47C**—WJJD, Inc., Chicago, Ill.—Modification of construction permit (B4-PH-17) as modified, for a new high frequency broadcast station, requesting extension of completion date from 4-28-42 to 7-28-42.

**NEW**—Eugene P. O'Fallon, Inc., Denver, Colo.—Construction permit for a new high frequency broadcast station to be operated on **46500 kc.**; population, 45,797; coverage, 1403 square miles. Amended: to request coverage: 1361 square miles; population, 430,402.

**W53PH**—WFIL Broadcasting Co., Philadelphia, Pa.—Modification of construction permit (B2-PH-73) as modified for a new high frequency broadcast station, requesting extension of completion date from 3-10-42 to 5-10-42.

#### TELEVISION APPLICATION

**NEW**—General Electric Co., Portable-Mobile.—Construction permit for a new experimental television relay broadcast station to be operated on **312000-324000 kc.**, 25 watts (peak), emission A5 (to be used with commercial television station **WRGB**).

**NEW**—Balaban and Katz Corp., Chicago, Ill.—Construction permit for a new commercial television broadcast station to be operated on Channel No. 2, **60000-66000 kc.**, ESR 25.2, aural, maximum 2 KW, visual, maximum 4 KW. Amended: to change ESR to 796.

**W8XCT**—The Crosley Corp., Cincinnati, Ohio.—Modification of construction permit (B2-PVB-23) as modified, for a new television broadcast station, requesting extension of completion date from 4-28-42 to 10-28-42.

#### MISCELLANEOUS APPLICATIONS

**NEW**—Houston Printing Corp., Portable-Mobile.—Construction permit for a new relay broadcast station to be operated on **1646, 2090, 2190, 2830 kc.**, 100 watts, emission A3.

**WIEH**—Knickerbocker Broadcasting Co., Inc., Mobile.—Voluntary assignment of license to **WMCA, Inc.**

**WEIQ**—Knickerbocker Broadcasting Co., Inc., Mobile.—Voluntary assignment of license to **WMCA, Inc.**

### FEDERAL TRADE COMMISSION DOCKET

*Any NAB member wishing to have the full text of any of the FTC releases, printed in part below, should write to the NAB, referring to the number in parentheses at the end of each item.*

#### 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.

**Associated Merchandising Corp.**, New York, Owens Staple-Tied Brush Co., Toledo, and 21 retail department stores operating in 17 cities, are charged in a complaint with misrepresentation in connection with a plan jointly carried out in the sale of the "P & S" brand of tooth brushes. (4719)

**Associated Laboratories**—A complaint has been issued charging three individuals, trading as Associated Laboratories and having their principal place of business at 4609 Nicollet Ave., Minneapolis, with misrepresentation in the sale of "Gordon's Detoxifier," a device advertised as an irrigator designed for cleansing the bowels and intestines. (4722)

**Champion Specialty Company**—A complaint has been issued charging Mrs. Ann B. Goldstein, trading as Champion Specialty Co., 814 Central St., Kansas City, Mo., with the use of lottery methods in the sale of drug sundries, novelties and premium merchandise. (4723)

**General Motors Corp.**, Detroit, in a complaint, is charged with misrepresentation in the sale of a fog lamp for use on automobiles. (4724)

**Kimble Glass Co.**, Vineland, N. J., manufacturer of glass tubing and test and control apparatus for the dairy industry, is charged in a complaint with price discrimination in violation of the Robinson-Patman Act. (4725)

**National Progress League**, 104 South Michigan Ave., Chicago, and its officers, Frank J. Mackey and Harold C. Sherman, has been charged with deceptive use of the name "Military Order of the Purple Heart" in promoting the sale of sets of history books designated "Progress of Nations" and "Forward March." (4721)

**Whitehall Pharmacal, Inc.**—A complaint has been issued charging Whitehall Pharmacal, Incorporated, 257 Cornelison Ave., Jersey City, N. J., with misrepresentation in connection with the sale of a medicinal preparation designated "Aspertane." (4718)

## CEASE AND DESIST ORDERS

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

**Heroline Co., Inc.**, 201 Mitchell St., S. W., Atlanta, dealer in cosmetics, medicinal preparations, "curios," and "charms," has been ordered to cease and desist from misrepresentations in the sale of its products. Bert H. Rubin, the corporation's president, also is named a respondent. (4339)

**International Parts Corp.**, 1814 South Michigan Ave., Chicago, has been ordered to cease and desist from misrepresentation in the sale of replacement mufflers for use on automobiles. (4513)

**Parfums Ronni, Inc.**, 18 West 20th St., New York, has been ordered to cease and desist from certain representations in connection with the sale of a cosmetic preparation variously designated as "Ronni Mascara," "Ronni Cream Mascara," "Mascara by Ronni" and "Mascara." (4569)

**Williams Candy Co.**, 2819 Monroe Road, Charlotte, N. C., has been ordered to discontinue selling or otherwise disposing of merchandise by means of a game of chance, gift enterprise or lottery scheme. (4232)

## STIPULATIONS

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

**Bureau of Credit Control, Inc.**, and its president, Louis Possenheim, Rives-Strong Building, Los Angeles, stipulated that they will cease and desist from certain representations in connection with the sale of systems of collection letters generally designated "Delinquent Account Control System." The respondents trade under such names as Bureau of Credit Control, Accounts Receivable Control Service, Delinquent Account Control System, and Credit Collection Control. (02953)

**Club Razor & Blade Manufacturing Corp.**, 36 Green St., Newark, N. J., wholesaler of "Fan" brand razor blades, has entered into a stipulation to discontinue using on the containers of its razor blades or in advertising matter any price marking or purported retail selling price which is fictitious, exaggerated or in excess of the price for which such products are customarily sold in the usual course of retail trade. (3420)

**Curtis Shoe Co., Inc.**, Marlboro, Mass., entered into a stipulation to cease and desist from use of the word "Stetson" in con-

nection with the branding, labeling or advertising of its shoes, the effect of which tends to convey to purchasers the belief that such shoes are made by or for or in accordance with the standards and specifications of the Stetson Shoe Co. Inc., of Weymouth, Mass. The respondent company also agrees to stop employing the word "Hinchley & Haig, Bootmakers, Ltd.," or "Piccadilly British," or any other words customarily identified with the British Isles, to describe or refer to its domestic shoes, the effect of which tends to convey the impression that such shoes are of British origin. (3421)

**Honoroff Laboratories, Inc.**, 2448 South Prairie Ave., Chicago, and its president, Fred A. Honoroff, stipulated that, in the sale of an analgesic preparation designated "Effervescent Seltzer," they will cease and desist from disseminating any advertisement which fails conspicuously to reveal that the preparation should not be used in excess of the dosage recommended, since such use may cause dependence upon a drug, skin eruptions, mental derangement or collapse, and that it should not be taken by or administered to children; provided, however, that the advertisement need contain only the statement "Caution: Use only as directed," if the directions for use wherever they appear in the labeling contain a caution or warning to the same effect. The respondents further agree to discontinue selling "Effervescent Seltzer" in containers which simulate in appearance the containers in which competing merchandise is sold. (3419)

**Hygeia Filter Co.**, 3422 Denton Ave., Detroit, manufacturer of a line of water filters including a stone type called "Lynn Filter," stipulated to cease representing that its filters are "absolutely germ proof," capable of rendering river water absolutely sterile, absolute proof against typhoid, diphtheria, cholera, malaria or dysentery germs, or have been approved by "leading authorities on sanitation." The respondent also agrees to cease representing that ice made from water filtered by devices such as it sells can be used without the least danger of contamination; that clothes laundered in filtered water do not require bleaching to be properly whitened or to remove stains, and that "the same water" circulated through such filters can be used in a swimming pool for a month or more with "perfect safety." (3416)

**Mellus Bros. & Co., Inc.**, 305 East Fourth St., Los Angeles, stipulated that in the sale of tents, tarpaulins or other products made of duck or canvas, it will cease designating or indicating as the weight of the fabric or material thereof any weight in excess of the weight per square yard of the original grey goods used in manufacturing the products, and will discontinue employing any figures, words or symbols in sales promotional literature or in stamps or labels which tend to create the impression that the weight per square yard of the original grey goods used is in excess of the true weight thereof. The stipulation points out that in the cotton duck or canvas products industry the weight of a duck or canvas product indicates the weight on a square yard basis of the original grey goods used in making the product. (3417)

**Mutual Welfare Correspondence Club**, San Francisco, entered into a stipulation to cease representing, in the sale of memberships in the club and lists of names purporting to be club members, that her statements relating to the financial standing, education, character, age, occupation or profession of those names which appear on such lists are other than the mere statements of those persons themselves, in the absence of some responsible investigation into the truth or falsity of such statements. (02954)

**Thermwool Products Co., Inc.**, 1261 Broadway, New York, manufacturer of rugs, carpets, ironing pads and mats, entered into a stipulation to cease and desist from use of the word "wool" with the word "Therm" as part of the corporate or trade name under which it sells products not composed of wool; and from use of the word "wool" either alone or with the word "Therm," or with other words, to imply that such products are composed of wool. (3418)