

FCC RELAXES RULES FOR RADIO TECHNICIANS

In response to the request of the broadcast industry for additional relief in the technician shortage, the FCC has responded with Order 91A issued April 21. (See Page 199, April 10 REPORTS).

The order reads in part as follows:

"IT IS ORDERED, That until further order of the Commission, notwithstanding the provisions of Section 13.61 of the Commission's Rules and Regulations Governing Commercial Radio Operators, a broadcast station of any class, which by reason of actual inability to secure the services of an operator or operators of a higher class could not otherwise be operated, may be operated by holders of any class commercial operator license;

"PROVIDED, HOWEVER, That all classes of commercial operator licenses shall be valid for the operation of broadcast stations upon the condition that one or more first-class radiotelephone operators are employed who shall be responsible at all times for the technical operation of the station and shall make all adjustments of the transmitter equipment other than minor adjustments which normally are needed in the daily operation of a station;

"PROVIDED, FURTHER, That a broadcast station may be operated by a holder of a restricted radiotelephone operator permit only in the event such permit has been endorsed by the Commission to show the operator's proficiency in radiotelephone theory as ascertained through examination."

Holders of all classes of commercial radio operator licenses may now operate broadcast stations.

There are six classes of commercial radio operator licenses: first and second class radiotelephone; first and second class radiotelegraph and restricted radio telephone and radio telegraph. The various classes of operators may operate broadcast stations under these conditions:

1. First class radiotelephone—may operate a broadcast station without restriction.

2. Second class radiotelephone, first class radiotelegraph, second class radiotelegraph—restricted radiotelegraph—may operate a broadcast station providing a first class radiotelephone operator is in charge and responsible for the technical operation of the station. These licensees may work as operators but may not make

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Registration and Delegate Cards

Have you sent to NAB (1) Your registration card for attendance at the Cleveland convention, and (2) A delegate card designating the person empowered to vote for your station at the Convention?

Both these cards have been sent to you. If you have not already filled out and returned these cards to NAB, please do so now and save yourself some time at the Convention.

Radio War Guide Friday

The Office of Facts and Figures expects to mail its Radio War Guide to all stations today. This "Guide" contains program priority suggestions for all stations and network schedules of commercial programs which will carry government material for the period April 27-May 3.

Five Priority Groups

Program priorities are divided into five groups—AA, A, B, C, and D.

In the AA classification are:

Navy Recruiting
Marine Corps Recruiting
Coast Guard Recruiting
War Bonds and Stamps
Sugar Shortage Information
Auto Pooling
Conservation of Gas and Tires
Production Drive Information
U. S. O. beginning May 11

In the A classification are:

Army Recruiting
Civil Service Recruiting
Selective Service-regional
War Industry Training Information for Displaced and New Workers
Merchant Marine Recruiting
Civilian Participation in Defense Activities
Don't Spread Rumors

In the wheat belt, Wheat Marketing Referendum and Increased Acreage of Farm Products Vital to War.

In the B classification are:

Recruiting Nurses and Doctors
First Aid and Fire Fighting
Health in Wartime
Victory Gardens
Farm Implement Pooling
Information on Latin America
All Salvage

Allocations Not Used by All

Army, Navy, Marine Corps, Coast Guard and Civil Service material, according to OFF, will not be used in network allocations at the request of these organizations. The material will continue to be distributed as heretofore and scheduled by individual stations.

The "Guide" suggests that 50% of available station program units devoted to the War effort be used for items listed in the AA classification; that 30% be used for A items and 20% by B

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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 GAINS

The February "Broadcast Advertising Record" was mailed to cooperating stations Monday, April 20. It shows that there was a substantial gain in broadcast advertising unit volume for the month as compared with the same month in 1941.

Estimates projected for the entire industry from the "Record" show that program units for February, 1942, were 7,291,000; 22% greater than the 5,992,000 reported for February, 1941. Announcement units were 1,094,000 for February, 1942, 9% ahead of the 1,001,000 units reported for February, 1941. The twelve-month moving total figures for the year ending at the close of each month are as follows:

<i>Year Ending</i>	<i>Program Units</i>	<i>Announcement Units</i>
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
January, 1942	85,646,000	14,664,000
February, 1942	86,944,000	14,756,000

The twelve-month moving totals indicate that the trend of broadcast advertising would, under normal conditions, forecast a gain even more optimistic than that predicted in the NAB REPORTS article on Page 143 of the March 13, 1942 issue, and also the NAB REPORTS article on Page 175 of the March 27, 1942 issue.

Program units for department store advertising showed a gain of 28% as compared with February, 1941, and the twelve-month moving total shows a 7% gain in the last six months.

The broadcast advertising gains in February compare with newspaper lineage losses as reported by MEDIA RECORDS for the month of February, 1942. February, 1942 lineage was reported at 87,943,943 as compared with 93,962,500 for February 1941.

AFRA FIGHTS TAX

The American Federation of Radio Artists joined the International Brotherhood of Electrical Workers this week in registering their protest against the radio time sales tax proposed by the printing trades unions.

Emily Holt, executive secretary of AFRA, notified through NAB that she had wired the union's protest to the House Ways and Means Committee.

ENOUGH DAYLIGHT SAVING

Bills introduced in the New York, New Jersey and Pennsylvania Legislatures providing for an extra hour of daylight-saving time have been vigorously opposed by NAB. Strong opposition by Joseph B. Eastman, Director of Defense Transportation, also was registered this week in telegrams to the Governors of the three states.

LISTENING SURVEY

Many stations have written to NAB requesting information concerning the questionnaires entitled "Census of Wartime Radio

Listening", which have been turned over to the stations by members of their listening audience.

The NAB Research Department has looked into the matter and reports that the survey is being conducted by the National Broadcasting Company. It is a continuance of the NBC coverage or station popularity studies started several years ago.

There is no foundation to the thought expressed by some stations that the U. S. Bureau of the Census has connection with the survey. Also, no other government agencies are involved because of war exigency.

CONGRESSMEN COMPLIMENT MILLER

During Neville Miller's testimony on the Sanders bill, two members of the House Interstate Commerce Committee paid him compliments.

Representative Hinshaw (R-Calif.) said:

"For the purpose of the record, I have known the witness, Mr. Neville Miller for 30 years. We were classmates in college together and while subsequent to that our ways parted, I have watched his career with great interest. Among his many accomplishments, was that of Mayor of Louisville during the great flood which occurred not many years ago, for the masterful handling of which he received great acclaim. Following that he served for a short time as the assistant to the President of Princeton University and went from there I believe to his present position. The integrity of the gentleman is beyond question."

To which Representative Bulwinkle (D-NC) added:

"Mr. Chairman, while we are giving this, I might say for the purpose of the record too, that Mr. Miller is bound to be all right, because his grandmother came from North Carolina."

SMEBY RESIGNS

At the War Department's request, Lynne C. Smeby resigned this week as Director of Engineering for the NAB to become a civilian consultant on air communications in the Signal Corps.

"Important as I believe the wartime engineering activity of the NAB is, I can arrive at no other conclusion than that work more intimately associated with our armed forces should have first call on by services," Mr. Smeby said in his letter of resignation.

Mr. Smeby, representing the broadcasting industry, has spent a great deal of his time in recent months working with the various government agencies dealing with the technical aspects of broadcasting. He will be greatly missed by these agencies as well as the NAB.

Before joining the NAB staff in 1939, Mr. Smeby was with the International Telephone and Telegraph Company. He has been with stations WKAQ, WXYZ, KSTP, WTCN and WDGW before going with I. T. and T.

SET MANUFACTURE STOPS

At midnight Wednesday the major part of the country's radio industry stopped production of radios for civilian use in order to make its entire facilities available for war work. The remainder of the industry will wind up its operations within a few weeks.

Thirty of the 55 companies producing civilian radios will have ceased putting sets into production when the deadline fixed in WPB order L-44-a is reached. Two other large companies, RCA and Philco, each operating several plants, will have shut off civilian production at midnight in plants representing more than 80 per cent of their total production. These 32 companies already have war contracts totalling \$780,000,000, representing 87 per cent of all the war contracts let so far to the home radio industry.

The remaining 25 companies were given additional time, ranging from one to six weeks, to produce additional sets in order to facilitate their program of conversion to war work, as provided for in L-44-a. Half of the approximately 410,000 sets to be produced after the shutoff date will be reserved for export to friendly nations, as requested by the Coordinator of Inter-American Affairs and Lend-Lease.

You Can't Afford to Miss the NAB Convention May 11-15

A program which no broadcaster can afford to miss is rapidly nearing completion for the NAB Convention, May 11-15, in Cleveland.

The tentative program for the business sessions was announced in last week's NAB REPORTS, and additional meetings are announced below.

Speakers of outstanding national prominence are being obtained for the luncheon meetings, and will be announced within a few days.

Chairman James Lawrence Fly of the FCC wrote to Neville Miller that circumstances would not permit him to take part in the work of the convention, after Mr. Miller had sent Mr. Fly the following invitation:

"DEAR MR. CHAIRMAN:

"The National Association of Broadcasters is having its annual convention in Cleveland on May 11-14. Our program is based on the theme "Radio and the War," and we shall discuss ways and means of how broadcasters can best help our government win the war. The first three days, Monday, Tuesday, and Wednesday will be devoted to business sessions, ending with a banquet on Wednesday night. The fourth day will be devoted to directors and committee meetings, and a golf tournament and other entertainment features.

"I want to extend to you a most cordial invitation to be present during the entire convention and to address the convention at a luncheon or at a business session, whichever you prefer, upon a subject of your choice. We have found in the past that the luncheons are the best attended meetings, and if you would like, we shall be glad to schedule you as the only speaker at the luncheon on either Monday, Tuesday or Wednesday of the convention. However, if you prefer a business session, I suggest one of the morning sessions, as the attendance at the morning sessions is better than the afternoon sessions.

"I am quite sure that the broadcasters will welcome a speech from you on any subject and I hope that you will be able to be with us during the entire convention. So that we may complete our program at an early date, I shall appreciate word from you at your early convenience.

"The convention will be held at the Statler Hotel in Cleveland, and, hoping that you will be with us, I have taken the liberty of reserving a suite for your use."

After he had received Mr. Fly's reply, Mr. Miller sent the Chairman the following letter:

"DEAR MR. CHAIRMAN:

"I greatly regret that you will not be able to speak at the National Association of Broadcasters Convention, as I am sure all of us would like very much to hear you. If later you find it possible to attend the Convention, I hope that you will come, and I want to extend to you a most cordial invitation to be with us for the entire Convention, or any part which your duties will permit.

"On Sunday night, May 10, at seven o'clock at the

Statler Hotel, we are having an informal supper and are inviting the speakers and other distinguished guests to have supper with the Board of Directors. I want to extend to you a cordial invitation to be our guest. The affair will be entirely informal, and should break up around nine o'clock."

Those attending the Convention at times will be in somewhat the same position as a small boy at a three-ring circus. In addition to the General Business sessions, the tentative programs of which were outlined in last week's REPORTS, there will be on Tuesday afternoon simultaneous meetings of Sales Managers to sit in on a Department Store Clinic and a group meeting arranged by the Radio Council of Greater Cleveland.

The Sales meeting panel is headed by Richard G. Meybohm, Manager, Sales Promotion NRDGA. Participating with him are Barclay W. Newell, Sales Manager of William Taylor Sons & Co., Cleveland; Edgar L. Rice, Sales Promotion Manager, A. Polsky Company, Akron, and James W. Petty, Jr., Publicity Director, H. & S. Pogue Co., Cincinnati. All have a story of deep interest to radio people.

The theme of the Radio Council program is "The Listeners Stake in American Radio"; certainly one of interest to broadcasters. Speakers are B. S. Bercovici, Radio Commentator, WJW (MBS) Akron; Guy Hickock of the Inter-American Affairs Committee; Fred Weber, General Manager MBS; and Jennings Pierce, NBC Public Service Director for the Western Division.

On Wednesday there will again be a choice of meetings. The General Business Session will run throughout the day. At the same time Mrs. Dorothy Lewis, NAB Coordinator of Listener activity, has put together a most interesting program. Much of this was outlined in last week's REPORTS story on the Convention, but now we may add to the list of outstanding speakers the name of Mr. Charles R. Hook, President of the American Rolling Mills and an NAM Director. He will speak on the topic "Industry's Role in a World Offensive."

The Breakfast Roundtable Sessions on Tuesday and Wednesday are going to create a lot of competition. On Tuesday the Sales Managers will have the Radio Executives' Club of New York telling them "What Burns Us Up"—In other words "How Not to Get Advertising." At the same time the Engineering Department will have a roundtable on Technician Training and Procurement Priorities. Tire Rationing will be another roundtable session, with Mr. Behoteguy, of the B. F. Goodrich Company, leading the discussion. He has been for the past several months in the OPA tire rationing division. Then

there will be the OFF Breakfast Roundtable, divided into two sections, with William B. Lewis and Philip Wylie talking about "The Four Themes," and later, Douglas Meservy and Seymour Morris covering "Program Coordination." That isn't all—J. Harold Ryan, assisted by General Surles, Admiral Hepburn and Captain Lovette of the Navy, and Brigadier General Beaumont-Nesbitt and others, will hold forth on the Censorship matter.

The same difficulty for the broadcaster to decide which breakfast he wants to "eat at" will be presented Wednesday. There is one on Collective Bargaining. Then the Sales Managers will have the NAB Associate member National Reps to lead their discussion. Foreign Language Broadcasting will occupy the attention of another breakfast roundtable with Alan Cranston and Lee Falk of OFF leading the conference. Just to make it easier to decide things, Major Culligan, Public Relations Officer of the Selective Service System, will tee-off a discussion of Selective Service, and there will be another roundtable on Music with Merritt Tompkins in charge. We almost forgot to list a breakfast on The Work of DCB, and a discussion on that same program of Property Protection with J. D'Agostino setting the pace.

The lines are now out for some real topnotchers to fill out a program already studded with just that type of speakers. We hope next week to make some very important announcements on the subject.

Hotel Reservations

There are two things about hotel reservations at Cleveland which John Patt, Chairman of the Housing Committee, wants every person who hasn't yet gotten a confirmation to know. If you have not had your reservation confirmed by the hotel, write immediately. If you have neglected to send in your request do so at once. All communications should be sent to the NAB Housing Com-

mittee, 1604 Terminal Tower, Cleveland. There are plenty of single rooms at the Statler; all of the suites, twin-bedded and doubles, are gone and there are suites at both the Carter and the Hollenden. The former is just a block from the Statler, and the latter a short three blocks. The accommodations at both hotels are excellent. There are also twins and doubles available there. "We know that there will be some disappointments about accommodations," said Mr. Patt, "but we are trying to take care of everyone as they wish to be accommodated. Of course, everybody can't have a suite in the headquarters hotel, but we do believe we can care for all of those who wish suites there and elsewhere. We wish to do everything possible to make this convention a success from the housing standpoint and otherwise. We most urgently ask that attention be given to reservations."

Promotional Display

A. W. (Chick) Allison, WLW Promotion display chairman, reports a splendid response from stations. He predicts an outstanding showing of material which stations have used to further the national war effort. A space immediately adjacent to the entrance to the Grand Ball Room, where all of the Luncheon Sessions will be held, has been set aside for this display. It promises everyone a chance to look this material over. The board of judges is in the making and some very capable jurists on display copy have accepted. The full committee will be disclosed soon.

In addition to this promotional display, BMI will make a fine showing and NAB will exhibit some of the things it does for the industry. FREC will be on hand with an interesting display.

It all sums up to just this: NO BROADCASTER CAN AFFORD TO MISS THE TWENTIETH ANNUAL NAB CONVENTION!

Sales

"Comparative Costs" Chapter Ready for "Manual of Radio Advertising"

A new chapter for the NAB "Manual of Radio Advertising" is being distributed through the mails this week. Titled "What Price Radio?" the chapter is a study of the comparative costs of radio advertising as compared with other media.

Based on studies gathered from individual stations and networks, the chapter points out the indisputable economy of radio as a means of reaching the mass market—at a lower *net-cost-per-thousand-sales-impacts* than is possible through any other established advertising medium. Thus the chapter tells a highly competitive story—a story that many stations will not wish to use, because of its competitive character, except in those cases where such a presentation is necessary through the insistence of the client. In these cases, radio salesmen may expect it to be highly effective.

A good "test case" was provided recently when an NAB member station asked the Department of Broadcast Advertising for some information on comparative rates, urgently needed in a competitive situation. Although this chapter was not yet off the press, a set of advance proofs was sent to this member, KOVO, of Provo, Utah. After using the material, Arch L. Madsen, station manager, replied:

"You're a pal for rushing the advance proofs of 'The Comparative Costs of Radio Advertising.' These proofs of your forthcoming 'sales dynamite' were *successfully used yesterday on a department store advertising manager*. Based on his hearty reactions, I can safely predict that this material will be worth, literally, *its weight in gold, many times over, to the local time salesman.*"

One copy of the new chapter is being sent to each NAB member, for inclusion in the Manual. To those members who have ordered additional Manuals, a corresponding quantity of additional chapters are also being mailed.

New War Bond Kit Provided

At the request of many NAB members through correspondence and at District Meetings, the Department of Broadcast Advertis-

ing during the past two months worked out a plan in cooperation with Vincent F. Callahan and his staff at the Treasury Department whereby scripts and ideas would be made available to radio stations, to further the sale of war bonds and stamps, suitable for *local sponsorship* by merchants of all types.

This new radio service is comparable to a service provided by the Treasury Department to newspapers, whereby a collection of display advertisements, also designed for sponsorship by local merchants, is furnished to newspapers throughout the country.

The new radio kit, distributed by the Treasury this week, contains sample announcements suitable for a variety of local sponsors; sample opening and closing announcements for sponsored programs, and a list of suggestions and ideas for building special programs for local sponsors.

Some stations, the NAB has pointed out, will prefer to continue their promotion of bond and stamp sales as in the past, entirely on station time and without any help from local sponsors. On the other hand, there are many stations that can make effective use of this new service. In almost every community there are a number of merchants who desire to aid the government in its war financing drive, but who have little opportunity to do so except through radio, newspapers, or some other advertising medium. Many of these merchants or local manufacturers, it has been learned, are not present users of radio advertising; this new service, Treasury officials believe, offers stations an opportunity to present an approved plan to such clients, enabling them to participate in a patriotic and necessary effort and at the same time build goodwill and keep their name before the public in a favorable light.

Treasury officials are behind the plan because it will add steam to the bond and stamp campaign, enable stations to be reimbursed at least in part for their efforts, and because it will do a more effective sales job. Announcements and programs thus sponsored, Treasury officials realize, will receive preferred position on the air, will benefit from the same continuity and effort as other sponsored programs, and in some cases will be given special promotion and merchandising.

Mr. Callahan pointed out that the kit contains only a limited number of "samples," and urged that all stations feel free to expand or rewrite the material as desired to fit local needs.

Additional kits may be had on request to his office, and an additional supply will be on hand at the NAB convention in Cleveland May 11-14.

Evidence from stations regarding the use and success of this material will be welcomed by Mr. Callahan's office, and stations are invited to send copies of these reports to the NAB Department of Broadcast Advertising, so that experiences and ideas may be exchanged among members.

Anybody Want Brief Cases?

As offered in last week's **REPORTS**, member stations may order brief cases through the NAB if they wish and obtain the benefit of a quantity price. Prices quoted us for 14" X 11" genuine Morocco leather cases, with 2-inch capacity on standard 3-ring binders, zipper bound on three sides, are \$5.33 each for 100, \$5.00 for 250 or \$4.50 for 500. Station call letters may be stamped on for an additional nominal fee.

Dealer-Cooperative Changes

The Wohl Shoe Co., St. Louis, Mo., listed in the recent NAB Dealer-Cooperative Advertisers report as giving 50-50 cooperation to shoe dealers, reports that its cooperation is limited to the furnishing of transcribed dramatized announcements on Paris Fashion, Connie and Natural Poise Shoes, with all time costs to be paid entirely by the dealer. NAB members are asked to make that correction in their copies of the Dealer-Cooperative Advertisers report.

Advertisers Invited to NAB Convention

All advertisers and advertising agency men are invited to attend the NAB convention in Cleveland May 11-14, and mem-

bers will render a service by extending this invitation personally to clients and agencies in their cities.

Invitations to the presidents of 1200 agencies using radio were sent by NAB President Neville Miller, and similar invitations to heads of agency radio departments and time buyers were sent by Gene Carr, WGAR, NAB Sales Managers chairman. It was not possible, however, to cover all agencies in the country, nor to send personal invitations to all advertisers; hence the assistance of NAB members in this regard is requested.

Several special sessions at the convention have been arranged that will be of particular interest to clients and agencies, such as the department store panel, the agency breakfast meeting called "What Burns Us Up," the national representative breakfast meeting on "Information Please on Spot Radio," the talks by Arthur Horrocks of Goodyear Tire & Rubber Co. on "Bridge to a New Democracy," by Gene Flack of Loose-Wiles Biscuit Co. on "Shoot the Works," by Dr. Harry Dean Wolf of Kent State University on "Selling with Surveys," and the report from The Advertising Council by Dr. Miller McClintock.

Many of the general sessions will also be of interest to advertisers and agencies, such as the program on the handling of war news, the music session, the OFF breakfast meeting, etc.

Hotel reservations for advertisers and agencies may be arranged by writing the NAB Housing Committee, 1604 Terminal Tower, Cleveland.

Gene Carr Addresses Ad Club

Eugene Carr, WGAR, Chairman of the NAB Sales Managers Executive Committee, spoke on "You and Advertising and the War" before the Cincinnati Advertising Club April 22. He also invited all club members to attend the NAB convention in Cleveland.

Case Histories Needed

Stations with success stories on bowling alley clients and dancing schools are asked to send them to the Department of Broadcast Advertising, to fill special requests received this week from an advertising agency and a member station.

Other case histories on any type of account are always welcome for our central files, and are then freely available to members on request.

Per-Inquiry and Free Time

"Paul Revere Rides for Army-Navy Relief," reported last week in these columns as claiming endorsement of the Army Emergency Relief and Navy Relief Society of Washington, D. C., without actually having received that endorsement, now develops to have been a commercial enterprise. Following the NAB investigation it was learned that this request for free time, ostensibly for the benefit of Army and Navy relief, who were to get the "net proceeds" from the sale of Paul Revere prints, was sent out by the St. Georges & Keyes Advertising Agency of New York, on behalf of Revere Copper & Brass, Inc., although the original request to stations *carried no such identification*. The agency writes the NAB as follows:

"I have just been informed by the U. S. Army that they have been unable to authorize radio broadcasts of 'Paul Revere Rides for Army-Navy Relief,' sponsored by Revere Copper & Brass, Inc., 230 Park Ave., New York, N. Y., to which company we are advertising and publicity counsel. The reason given by the Army for this decision is an agreement they made recently with the Red Cross not to seek any radio publicity of a national nature (in 1942) for the Army Emergency Relief.

"Our efforts to obtain radio publicity were made prior to the Army's agreement with the Red Cross, and prior to our having any knowledge that this agreement would be made. Accordingly we are making no further efforts to obtain radio time for our campaign on behalf of the Army Emergency Relief. However, what has been done cannot be canceled, and it is possible there will be or have been five or ten broadcasts in which Army Emergency Relief is mentioned . . ."

Cases like this emphasize the necessity for all stations to double-check all such requests for free time, whether made in the guise of charity, patriotism, or any other cause. It might also again be

pointed out that unless such requests come through known and official sources, the program directors, women's editors, and others at your station be cautioned to submit them to someone in authority for check-up and approval.

Per-inquiry feelers have been sent out this week by **The Patred Co.**, Chicago, on behalf of the **Charlie Cook Corp.**, and its transcribed music lessons; by the **Panate Co.**, Chicago, on behalf of its vitamin products, and by the **Mail Photo Service, Inc.**, Louisville, which seeks P-I deals on snapshot films. The NAB has invited them all to use radio on the basis of established rates.

MORTON APPOINTED

J. A. (Arch) Morton, Commercial Manager, KIRO, Seattle, has been named by District Director Harry Spence as the Sales Managers Chairman for the Seventeenth District for the balance of the year. He succeeds Harvey Wixson, KGA-KHQ, Spokane.

AFA CONVENTION

Neville Miller has been appointed to the Program Committee for the annual meeting of the Advertising Federation of America to be held June 21-24 in New York. Bruce Barton is chairman.

Radio Technician Training

Wisconsin

Nine hundred* fifty students are enrolled in the Radio Technician Program in Wisconsin under the direction of State Coordinator F. Ellis Johnson, dean of engineering, University of Wisconsin, Madison. Location of courses with their instructors are shown below:

<i>City</i>	<i>Instructor</i>
Appleton	Professor W. Paul Gilbert, Lawrence College, Appleton
Beloit—2 sections	Prof. Vernon A. Suydam, Beloit College, Beloit
Chippewa Falls	Thorwald Jorgensen, Chief Engineer Police Department, Eau Claire
Eau Claire	Roy C. Judd, State Teachers College, Eau Claire
Green Bay—2 sections	Reverend L. F. Jacobs, St. Norbert College, West DePere
Janesville—2 sections	Paul W. Holton, Chief Engineer, WCLO, Janesville
La Crosse—3 sections	Prof. Ross D. Spangler, State Teachers College, La Crosse
Madison	John H. Stiehl, Chief Engineer, WHA, Madison
Madison	Norman Hahn, Chief Engineer, WIBA, Madison
Manitowoc	W. E. Duben, Chief Engineer, WOMT, Manitowoc
Milton	Prof. Robert R. Randolph, Milton College, Milton
Oshkosh	Prof. James F. Duncan, State Teachers College, Oshkosh
Portage	Ross Hansch, Engineer, WIBU, Peynette
Racine	Francis L. Dechant, Chief Engineer, WRJN, Racine
Racine	G. L. Davidson, Engineer, WRJN, Racine
Rice Lake	R. S. Pearson, Chief Engineer, WJMC, Rice Lake
Sheboygan	Herbert J. Mayer, Radio Technician, WHBL, Sheboygan
Stevens Point	Prof. R. W. Rightsell, Central State Teachers College, Stevens Point
Superior	Randolph Luukinen, Chief Engineer, WDSM, Duluth, Minn.
West DePere	Reverend L. F. Jacobs, St. Norbert College, West DePere
Milwaukee—4 sections	Dr. Ross Bardell, Acting Director, University Extension Division, Milwaukee
Milwaukee	Prof. E. L. Cordes, Marquette University, Milwaukee

Wyoming

Five Wyoming cities have Radio Technician Training classes with an enrollment of 129. State Coordinator R. D. Goodrich, dean of engineering, University of Wyoming, Laramie, is in charge. Location and the instructors of the classes are shown below:

<i>City</i>	<i>Instructor</i>
Casper	Paul Huber, Engineer, KFDN
Cheyenne	William C. Grove, Engineer, KFBC
Laramie	G. H. Sechrist, chairman, Electrical Engineering, University of Wyoming
Powell	Lyle C. Tyler, Engineer, KPOW
Sheridan	R. F. Crossthwaite, Engineer, KWYO

New Appointments

Professor E. R. McKee, University of Vermont, Burlington, is the new State Coordinator. Professor Harold L. Daasch former coordinator has entered service.

George S. Johnson, Chief Engineer, KOB, Albuquerque, is the new industry representative for New Mexico.

Both appointments are in connection with the Radio Technician Training Program which has approximately 20,000 students enrolled.

TUBES DISCONTINUED

The WPB today ordered radio tube manufacturers to discontinue within seven days production for civilian use of 349 of the 710 types of radio tubes now on the market.

The WPB Radio Tube Unit explained that these 349 discontinued types represent duplicate, obsolete, and small-demand types of tubes. Their elimination will result in a saving in critical materials, man hours and machine hours.

The Radio Tube Unit of the WPB said that present inventories of discontinued types will be sufficient for civilian needs for at least two years. This stock will be added to by rejects from military production of the same types.

In the elimination of duplicate types, one of each group of duplicate types will be kept in production.

FCC RELAXES RULES

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transmitter adjustments which may adversely affect the operation of a station.

3. Restricted radiotelephone—may operate a broadcast station under conditions set out in 2, provided the restricted license is properly endorsed by a field office of the FCC. If the restricted permittee holds a class A amateur license then he may secure the proper endorsement by application to a field office of the FCC. The endorsement may also be obtained by passing the radiotelephone examination on theory required to obtain a class A amateur license.

Potential sources of operators were given in April 10 NAB REPORTS. The relaxation provided in order number 91A should aid stations in tapping these various sources. Amateurs holding class A licenses should particularly be sought out. By obtaining a restricted radiotelephone license such men may operate broadcast stations. The requirements for a restricted radiotelephone operator permit are the ability to transmit and receive spoken messages in English and a knowledge of basic radio law. A class A amateur operator should therefore be able to obtain the proper license in a very short time. Stations in dire need of technicians should follow the suggestions made in the April 10 issue of the REPORTS.

"Rules Governing Commercial Operators" may be obtained from the Government Printing Office for five cents. "Study Guide and Reference Material for Commercial Radio Operator Examinations" may be obtained for fifteen cents. "Rules Governing Amateur Stations and Operators" is obtainable for ten cents. "Study Guide and Reference Material for Amateur Operator License Examination" may be obtained from the FCC.

RADIO WAR GUIDE

(Continued from page 227)

items. C and D classifications are suggested for broadcast when stations have an abundance of open time.

This first "War Guide" followed by a few days the OFF's announcement that "Program Priorities"—long sought by NAB—would be put into effect.

The OFF announcement follows:

America's 30 million radio listening families are scheduled for a better planned fare of government information after April 27 according to an announcement made today by the Office of Facts and Figures. "Fewer announcements, but better timing and planning of those which are made is the keynote of the new plan," according to Archibald MacLeish, director of the OFF, which has been designed by President Roosevelt as coordinator of government radio broadcasts.

"The broadcasting industry, advertisers, and their agencies have been cooperating wholeheartedly with the government ever since the war effort started," MacLeish said. "We have realized for some time that there is need for better direction to the announcements and information which the government must give to the people. The plan which is to go into effect on April 27 will space government announcements so the listener will not be fatigued mentally by excessive repetition; it will include the subjects which are important to the war effort; and it will call upon the ingenuity of the entire broadcast industry to present the information in the most effective manner possible."

Under the OFF plan, each night-time program on the networks will carry a government announcement once every four weeks; each daytime serial program on the networks will present an announcement once in two weeks. Information from the government will include such topics as purchase of War Bonds, pooling of cars, salvage of rubber, conservation of oil and gasoline, and recruiting. No definite allocation plan is provided for local station programs, but the station program managers will be provided every two weeks with a "Radio War Guide" classifying government messages in order of their importance.

The OFF plan will not affect news broadcast, public forums, or speeches by government officials. According to Mr. MacLeish, "Our function, as agreed upon, is to clear time for agencies of the government which have information important to the public, and to utilize the force and skill of the American system of broadcasting to provide the people of the nation with the information they must have to wage a total war."

The plan is the result of several weeks of consultation by the OFF radio division with representatives of the networks, individual stations, advertising agencies producing important radio programs, and government agencies presenting radio programs.

The Radio Division of OFF cooperated with the following committees in the development of the program:

Network Program Idea Committee: Charles Barry, Blue Network; Madeline Ensign, Mutual Broadcasting System; Clarence Menser, National Broadcasting Company; Charles Vanda, Columbia Broadcasting System.

Radio Committee of the Advertising Council: Heagen Bayles, Ruthrauff and Ryan; John Carter, Pedlar and Ryan; William Fricke, American Association of Advertising Agencies; John D. Humes, Lord and Thomas; John Mullen, Benton and Bowles; Arthur Pryor, Jr., Batten, Barton Durstine and Osburn; R. J. Scott, Schwimmer and Scott; A. K. Spencer, J. Walter Thompson; Frederic W. Wile, Jr., Young and Rubicam.

Station Advisory Committee: John Fetzer, chairman of the Committee on Defense Information of the National Association of Broadcasters; Neville Miller, President, National Association of Broadcasters; Eugene Pulliam, Network Affiliates, Inc.; John Shepard, Chairman, Broadcasters' Victory Council; James D. Shouse, Clear Channel Broadcasters; George B. Storer, National Independent Broadcasters; O. L. Taylor, Broadcasters' Victory Council.

Government Committee: Shannon Allen, Interior; Vincent Callahan, Treasury; Philip Cohen, OFF; J. Harrison Hartley, Navy; Jesse Irvin, Federal Security Agency; Wallace Kaddlerly, Agriculture; Edward Kirby, Army; Bernard Schoenfeld, War Production Board; E. A. Sheridan, Office of Civilian Defense; Major

George Van der Hoef, Marines; Sylvester L. Weaver, Jr., Coordinator of Inter-American Affairs.

A statement of "Plans for the Coordination of the Government's Wartime Use of Radio" follows in full:

Few American institutions have responsibilities of war more serious than those that fall to radio. 57,000,000 sets in 30,300,000 homes reaching over 90% of the entire population provide a quick and effective means of telling the people what they must know, what they must do, to wage total war successfully.

To meet the emergencies of 1940 and 1941 the government turned to the radio industry more than ever before for help in bringing to the people quick and comprehensive understanding of crucial emergency measures. For many years the government had used radio for educational programs, but in the months before and just after Pearl Harbor this use reached an all-time high, especially in the sale of Defense Bonds and the recruiting of manpower.

Results have shown that no group in the country was more eager to serve than the radio industry, but as the volume and variety of government requests for help multiplied in all directions, it became apparent both to the industry and to the government that the successful use of radio for war information required careful planning.

Networks, stations, and program sponsors were being overwhelmed by a flood of requests for cooperation from dozens of government agencies, both national and local. There was no way of knowing the relative importance of the various requests, and sometimes the very authority of the agency or individual asking help was in doubt. Much of the material was badly prepared. There were many duplications within the government. Repetitive announcements irritated the audience, and reacted against the war effort. Government appeals for bond sales, enlistments, and so on were being over-emphasized; basic war information was not being emphasized enough.

In December the radio industry, through the National Association of Broadcasters, and through the various networks, asked for a central clearing point within the government. In January the President designated the Radio Division of the Office of Facts and Figures, under William B. Lewis, as such a clearing point.

With the help of surveys and monitoring studies, and after careful consultation with all those concerned, the Radio Division of OFF has developed a plan for cooperation between the government and radio. This plan has been endorsed by representatives of the radio industry and by government officials concerned with the use of radio. There follows an outline of the OFF plan:

1. There will be, starting April 27, a three month trial of a "Network Allocation Plan" developed by the Advertising Council for the systematic allocation, through OFF, of all government messages used on network programs, sustaining and sponsored. The messages involved will be those dealing with such subjects as War Bonds, recruiting, conservation of gas and rubber, anti-hoarding, et cetera. The principle of the Network Allocation Plan is that *all* established shows on *all* networks carry their fair proportion of wartime government messages. Each nighttime network program will carry as an *important* part of its show one government message each month; each daytime program will carry a government message each two weeks. The messages will be so scheduled each day as to avoid ineffective repetition and duplication. It is estimated that under this plan established network programs will provide for government messages an average of 90,000,000 listener impressions daily.

One result of the plan will be to reduce the *quantity* of demands coming to the producer of each sponsored and sustaining program, and to increase the *quality* of the government messages his program carries. Program producers are asked to use their maximum skill and ingenuity in helping to make government messages assigned to them important and effective.

In addition to eliminating confusion and duplication, the plan will place the responsibility for deciding on the relative importance of various government messages where it belongs—with the government. All networks and network advertisers have accepted the Allocation Plan.

2. Because the program schedules of local stations vary so greatly, it is impossible to extend to them the Allocation Plan developed for network programs. Instead there will be sent out, at two-week intervals, a Radio War Guide, indicating the relative importance of various government messages which local stations may wish to carry. With each Radio War Guide will go an advance Network Allocation Chart, so that each station manager may plan his own daily schedule of government announcements to avoid duplication.

3. Starting April 15, OFF will act as clearing point for all government requests for network radio time—for special government programs, that is, as distinguished from the information messages on established programs covered by the Allocation Plan.

4. OFF will clear all government activities relating to foreign language broadcasts for audiences within the United States.

5. In addition to the work of OFF as a clearing point from government to radio, there is another job of clearance, running the other way, from radio to government. On the one hand OFF clears official government information and requests; on the other it cooperates with the radio industry in the latter's work of interpreting the war to its listeners. This is work which includes channeling to radio information useful to the citizen as he tries to do his part, and background information leading to a clearer understanding of the war itself—its issues—our enemies and our allies—the job of production and sacrifice at home—the job of the fighting forces.

The work of radio in this general field includes both new programs and new material on old programs. The work of OFF is to meet the requests of the industry and its advertisers for government assistance in getting information and government advice on the treatment of war material.

One outstanding new program is "This Is War," a half-hour program on Saturdays at 7:00 EWT on all four major networks. On this program, the combined talent of American radio has been given to the task of dramatizing the varied aspects of America's war effort. Twenty-five more new program series dealing with the nature of the war, some sponsored by private advertisers, some sponsored by government agencies, some carried by the networks as public service, are on the air or in preparation.

6. OFF is developing with the Hollywood Victory Committee and other talent groups an orderly system for the use of box-office stars on these programs.

7. According to the radio industry, there is need for clear, specific war information of various kinds on informational programs either planned or already on the air. These programs want carefully prepared government information (more detailed than what goes into the allocated messages) on such subjects as conservation, health, employment, and all the big and little ways in which the war affects the citizen and makes demands on him. OFF, working with other government agencies, is attempting to clarify and channelize this information for the benefit of the radio audience.

The Radio Division of OFF, then, is the meeting point of government and the radio industry, aiming to help both in their respective war responsibilities. There are several things, however, which OFF does not do. It does not concern itself with the supervision of spot war news as reported over the air; it does not concern itself with the free speech of radio as expressed in forums; it does not produce programs of its own, nor direct the production or suppression of others. Certainly OFF does not aim to interfere with radio in its great function of providing entertainment to the public. On the contrary, it hopes by careful planning to prevent the kind of irritation that grows out of appeals and messages of great quantity and little quality. All that OFF does is done as a designated government agency working to coordinate government radio effort, and depending entirely on the advice and cooperation of radio men in all branches of the industry. That this cooperation has been thorough-going and effective is a tribute to the radio industry.

The following are the Committees which have worked with OFF in the development of its program:

Network Program Idea Committee

Charles Barry, Eastern Program Manager, Blue Network
Madeline Ensign, Mutual Broadcasting System
Clarence Menser, Program Manager, National Broadcasting Company
Charles Vanda, War Program Manager, Columbia Broadcasting System

Radio Committee of the Advertising Council

Heagen Bayles, Ruthrauff and Ryan
John Carter, Pedlar and Ryan
William Fricke, American Ass'n Advertising Agencies
John D. Hymes, Lord and Thomas
John Mullen, Benton and Bowles
Arthur Pryor, Jr., Batten, Barton, Durstine and Osborn
R. J. Scott, Schwimmer and Scott
A. K. Spencer, J. Walter Thompson
Frederic W. Wile, Jr., Young and Rubicam.

Station Advisory Committee

John Fetzer, Chairman of the Committee on Defense Information, National Ass'n of Broadcasters
Neville Miller, President, National Ass'n of Broadcasters
Eugene Pulliam, Network Affiliates, Inc.
John Shepard, Chairman, Broadcasters Victory Council
James D. Shouse, Clear Channel Broadcasters
George B. Storer, National Independent Broadcasters
O. L. Taylor, Broadcasters Victory Council.

Government Committee

Shannon Allen, Interior
Vincent Callahan, Treasury
Philip Cohen, Office of Facts and Figures
J. Harrison Hartley, Navy
Jesse Irvin, Federal Security Agency
Wallace Kaddery, Agriculture
Edward Kirby, Army
Bernard Schoenfeld, War Production Board
E. A. Sheridan, Office of Civilian Defense
Major George Van der Hoeft, Marines
Sylvester L. Weaver, Jr., Coordinator of Inter-American Affairs.

WROK HELPS PRODUCTION

"Soldiers of Industry" in 54 war factories of the Rockford area received personal tribute from the Army's mid-western ordinance chief, Wednesday, April 22, by radio as broadcast by WROK, from a banquet room in Hotel Faust.

One hundred fifty key men of the 54 industries, which employ 25,000, were present to hear Col. Donald Armstrong. Forty-four Rockford factories arranged to carry his 30-minute address by radio and 10 more in the southwestern and northcentral Illinois territory of the Rockford ordinance office also joined the hookup.

S. A. FLYERS ON KOY SHOWS

A feature of the Pan-American Day observation by KOY, Phoenix, were two special broadcasts on April 14 in which aviation cadets from Guatemala, Costa Rica, Honduras, Nicaragua, Cuba, Dominican Republic, Haiti and Brazil appeared upon completion of their training at Phoenix Sky Harbor. These men will return to their own countries to teach others to fly. Other participants in the broadcast were Governor Sydney P. Osborne and C. J. Carreon, state director for the Committee for Americanization and Inter-American Solidarity.

LIKE "COMMAND PERFORMANCE"

The morale value of "Command Performance," broadcast by shortwave to U. S. soldiers, sailors and marines stationed at foreign bases and outposts is indicated by the large number of letters which have been received by E. M. Kirby, chief, Radio Branch of the War Department.

While a selection of quotations from letters received was distributed to broadcast stations and participating artists this week, it was only a very small sample.

NEW AIR FORCE RESERVE

The Radio Branch of the War Department, Bureau of Public Relations, has mailed all stations initial information concerning plans for the enlisting of college students in the Air Force Enlisted Reserve. The mailing was accompanied by a note from Jack Harris, director of News and Special Events. The purpose is to have complete information in the files of broadcast stations ready for the time that the campaign becomes localized. Mr. Harris estimated that the Air Force Public Relations officers will visit approximately 150 cities within the next 30 days in company with the examining boards.

The purpose of the new move is explained by Lieut. General Arnold's statement that: "The successful prosecution of the war demands the creation of an Air Force second to none."

MORALE SHOW TO CONTINUE

"You Can't Do Business with Hitler" is to be continued indefinitely. Stations which wish to offer this series for sponsorship may secure a copy of the modest restrictions by writing Bernard Schoenfeld, chief, Radio Section, WPB, Room 2735, Temporary Building R, Washington, D. C. Eighteen programs have already been cut.

LIEUT. LEVY IS RADIO OFFICER

According to advice from the Navy, there is one error in the confidential "Public Relations Staff Organization" data published in War Service Bulletin No. 10. Lieutenant Leon Levy, USNR, is the Public Relations Officer for Radio, Fourth Naval District, Philadelphia, instead of the officer shown.

FEDERAL COMMUNICATIONS COMMISSION

Chairman Fly Discusses Construction Order

FCC Chairman James Lawrence Fly at a press conference early this week said that the FCC will probably act promptly on the suggestion made by DCB that no further grants be made on new radio stations of changes.

Mr. Fly said that it is possible that WPB will issue some statement on the DCB recommendations but he did not believe that this would effect the action of the FCC. Mr. Fly said he did not know at that time whether FCC would take action before the WPB statement or not. "I don't know whether under the circumstances we will wait for WPB order or not," he said and continued, "I don't think that any great policy will emerge from WPB necessarily so I don't think it is a matter of any great concern as to what order such action is taken."

Asked where proposed new stations which have been given grants by the Commission stand in this case or where any changes have been granted to present stations Mr. Fly said "where they require no further authorization, they can go ahead and complete the construction, that is, if they have all the materials and don't have to get any government assistance to complete the job." In this connection the chairman said that he did not believe that the Commission would rescind any of its former action and said, "of course the problem in itself may in effect rescind some grants simply because the stations who have those outstanding grants may not in every case have the full materials necessary and they would not be able to get much comfort out of Washington if they are in need of materials."

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, April 27. They are subject to change.

Monday, April 27

KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—C. P., 580 kc.; 1 KW; DA-night; unlimited time.
WTFL—Foulkrod Radio Engineering Co., Philadelphia, Pa.—C. P., 1490 kc.; 250 watts; unlimited time.

Tuesday, April 28

Further Hearing

NEW—Portsmouth Radio Corp., Portsmouth, Va.—C. P., 1490 kc.; 250 watts; unlimited time.

Consolidated Hearings

NEW—Lake Shore Broadcasting Corp., Cleveland, Ohio.—C. P., 1300 kc.; 5 KW; unlimited time; DA-night and day.
NEW—Cleveland Broadcasting, Inc., Cleveland, Ohio.—C. P., 1300 kc.; 5 KW; unlimited time; DA-day and night.

Wednesday, April 29

WDNC—Durham Radio Corp., Durham, N. C.—C. P., 620 kc.; 1 KW night; 5 KW day; DA-day and night; unlimited time.

Wednesday, April 29

Oral Argument Before the Commission

Report No. B-140

WNYC—City of New York, Municipal Broadcasting System, New York, N. Y.—Modification of license, 830 kc.; 1 KW; DA-daytime; specified hours.

Wednesday, April 29

Oral Argument Before the Commission

Report No. B-140

State of Minnesota, St. Paul, Minn.

Friday, May 1

Further Hearings

NEW—Camden Broadcasting Co., Camden, N. J.—C. P., 800 kc.; 500 watts; daytime.
WSO—Paducah Broadcasting Co., Inc., Henderson, Ky.—Modification of C. P., 860 kc.; 500 watts day; daytime.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WTBO—Leon E. Pamphilon (Transferor), Frank V. Becker (Transferee), Cumberland, Md.—Granted consent to acquisition of control of Associated Broadcasting Corp., Station WTBO, Cumberland, Md., through the sale of 124 shares (49.6%) common stock by Leon E. Pamphilon (transferor) to Frank V. Becker (transferee); proposed consideration to be paid is \$22,500 (B1-TC-290).
WBRY—American-Republican, Inc., Waterbury, Conn.—Granted construction permit to move transmitter locally, using 1 KW transmitter (Granted in lieu of request for special service authorization B1-SSA-31.)
KWK—Thomas Patrick, Inc., St. Louis, Mo.—Granted petition for rehearing directed against the Commission's action of March 3, 1942, and the order dated March 3 dismissing "with prejudice" the application of KWK for construction permit (B4-P-2364) was modified so as to dismiss said application "without prejudice."
KIRO—Queen City Broadcasting Co., Seattle, Wash.—Granted petition for rehearing directed against the action of the Commission of October 28, 1941, granting the application of Fisher's Blend Station, Inc. (KJR), Seattle, Wash., for construction permit to operate at "Burien Lake site," and said order of October 28, 1941, was modified so as to require KJR, within 30 days from date of present order, to submit an application for modification of the construction permit heretofore issued, specifying a site complying with Section 4 of the Commission's Standards of Good Engineering Practice.

DESIGNATED FOR HEARING

- Eastern Pennsylvania Broadcasting Corp., Scranton, Pa.—Designated for hearing application for construction permit for new station to operate on **590 kc.**, 5 KW, using directional antenna during nighttime, unlimited (B2-P-3411).
- Aloha Broadcasting Co., Ltd., Honolulu, T. H.—Designated for hearing application for construction permit for new station to operate on **1400 kc.**, 250 watts, unlimited time (B-P-3353).
- WHAL—Harold F. Gross and Edmund C. Shields, Saginaw, Mich.—Designated for hearing application for modification of construction permit for extension of time to construct WHAL (B2-MP-1541).
- KYW—Westinghouse Radio Stations, Inc., Philadelphia, Pa.—Designated for hearing application for modification of construction permit for extension of completion date (B2-MP-539).

LICENSE RENEWALS

Licenses for the following stations were extended upon a temporary basis for the period ending June 1, 1942, pending determination upon application for renewal of license:

KBST, Big Springs, Tex.; KCMC, Texarkana, Tex.; KFJB, Marshalltown, Iowa; KGGF, Coffeyville, Kans.; KGHL, Billings, Mont.; KGIW, Alamosa, Colo.; KGKL, San Angelo, Tex.; KGU, Honolulu; KMTR, Los Angeles; KPLT, Paris, Tex.; KRBC, Abilene, Tex.; KVAK, Atchison, Kans.; KVGB, Great Bend, Kans.; KVRB, Rock Springs, Wyo.; KWKH, Shreveport, La.; KWLK, Longview, Wash.; KXL, Portland, Ore.; WBRB, Red Bank, N. J.; WCAZ, Carthage, Ill.; WCBT, Roanoke Rapids, N. C.; WCOG, Meridian, Miss.; WFDF and auxiliary, Flint, Mich.; WFMD, Frederick, Md.; WFPG, Atlantic City, N. J.; WGR, Buffalo, N. Y.; WGRM, Greenwood, Miss.; WJMA, Covington, Va.; WKAQ, San Juan, P. R.; WKAQ, auxiliary; WKBW and auxiliary, Buffalo, N. Y.; WMFJ, Daytona Beach, Fla.; WMIS, Natchez, Miss.; WORK, York, Pa.; WSPB, Sarasota, Fla.; WSUI, Iowa City, Iowa.

WKBV—Knox Radio Corp., Richmond, Ind.—Granted renewal of license upon a temporary basis only and upon the express condition that it is subject to whatever action may be taken by the Commission upon the pending application for renewal, and it shall not be construed as a finding by the Commission that the operation of the station is or will be in the public interest beyond the express terms hereof.

WOWO—Westinghouse Radio Stations, Inc., Fort Wayne, Ind.—Granted renewal of license upon a temporary basis only and upon the express condition that it is subject to whatever action may be taken by the Commission upon the pending application for renewal, and it shall not be construed as a finding by the Commission that the operation of the station is or will be in the public interest beyond the express terms hereof.

WGBI—Scranton Broadcasters, Inc., Scranton, Pa.—Granted renewal of license for main and auxiliary transmitter for the period ending August 1, 1942.

WGCM—WGCM, Inc., Gulfport, Miss.—Granted renewal of license for the period ending April 1, 1943.

KGMB—Hawaiian Broadcasting System, Ltd., Honolulu, T. H.—Granted renewal of license for main and auxiliary transmitters for the period ending June 1, 1944.

KALW—Board of Education of the San Francisco Unified School District, San Francisco, Calif.—Granted renewal of license for the period May 1, 1942, and ending May 1, 1943.

WBKY—University of Kentucky, Beattyville, Ky.—Granted extension upon a temporary basis only, pending determination upon application for renewal of license, not later than June 1, 1942.

WBOE—Cleveland City Board of Education, Cleveland, Ohio.—Granted extension upon a temporary basis only, pending determination upon application for renewal of license, not later than June 1, 1942.

Granted extension upon a temporary basis only, pending determination upon the applications for renewal of licenses, in no event later than June 1, 1942, of following station licenses:

W45V, Evansville, Ind.; W47NV, Nashville, Tenn.; W51C, Chicago, Ill.

W51R—Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y.—Granted renewal of license for the period beginning May 1, 1942, and ending May 1, 1943.

Granted extension of license upon a temporary basis only, pending receipt and/or determination upon applications for renewal of licenses, in no event later than June 1, 1942, of following:

W3XDD, W3XPY, Whippany, N. J.; W8XC, near Mason, Ohio; W9XER, Kansas City, Mo.; W10XF (portable), W10XR (portable-mobile).

Granted further extension of license upon a temporary basis only, pending determination upon application for renewal of licenses, in no event later than June 1, 1942, of following:

W2XWE, Albany, N. Y.; W8XUM, Columbus, Ohio; W9XZY, St. Louis, Mo.

W5XAU—WKV Radiophone Co., Oklahoma City, Okla.—Granted further extension upon a temporary basis only, pending determination upon application for renewal of license, in no event later than June 1, 1942, of license of Station W5XAU.

W9XLA—KLZ Broadcasting Co., Denver, Colo.—Granted further extension upon a temporary basis only, pending determination upon application for renewal of license, in no event later than June 1, 1942, of license of Station W9XLA.

MISCELLANEOUS

The Constitution Broadcasting Co., Atlanta, Ga.—Granted motion for postponement of hearing now set for May 7 to June 8, in re application of Bob Jones College, Inc., and The Constitution Broadcasting Co. for a new station in Cleveland, Tenn., and Atlanta, Ga., respectively.

WBNX Broadcasting Co., Inc., New York City.—Denied petition for 30-day postponement of hearing now set for April 20, in re seven applications for FM station in New York City.

The Radio Voice of New Hampshire, Inc., Manchester, N. H.—Granted motion for leave to amend application for FM station to change location to Mt. Shaw, with power of 10 KW, on condition that amendment is filed within 10 days; request for removal from hearing docket dismissed without prejudice.

WFAS—Westchester Broadcasting Corp., White Plains, N. Y.—Granted motion for continuance to May 21 of hearing now scheduled for April 20, on application for modification of license to operate on **1230 kc.**, 250 watts, unlimited time.

Albert S. and Robert A. Drohlich, d/b as Drohlich Bros., Jefferson City, Mo.—Granted petition to cancel hearing now set for June 2, in re application for new station, and dismissed same without prejudice.

FM Radio Broadcasting Co., Inc., New York City.—Granted petition for dismissal of application (B1-PH-78) for new FM station.

WITH—The Maryland Broadcasting Co., Baltimore, Md.—Granted petition to dismiss application to install duplicate main transmitter (B1-P-3421).

The McKeesport Broadcasting Co., Inc., McKeesport, Pa.—Granted motion to accept applicant's late appearance in re his application for new station.

WBAM, Inc., Birmingham, Ala.—Granted petition to cancel further hearing now set for April 23, and dismiss application (B3-P-3182) without prejudice.

South Florida Broadcasting, Inc., Miami, Fla.—Granted motion for 30-day continuance of hearing now scheduled for April 17, in re application for new station; hearing to be held May 22.

WWNY—The Brockway Co., Watertown, N. Y.—Granted modification of construction permit to change type of towers from three Lehigh, self-supporting, tapered, structural steel, vertical radiators, insulated at the base, to Wincharger, uniform, cross-section, guyed.

WJAR—The Outlet Co., Providence, R. I.—Granted license (B1-L-1644) to cover construction permit (B1-P-3439) for changes in and move of old transmitter to site of new main transmitter, for use as auxiliary transmitter, power of 1 KW, emergency use only.

WRNL—Richmond Radio Corp., Richmond, Va.—Granted license (B2-L-1616) to cover construction permit (B2-P-2995) for installation of new transmitter, increase in power, and changes in directional antenna system for night use. Also authority to determine operating power by direct measurement of antenna input (B2-Z-1349).

WHAQ—National Broadcasting Co., Inc., Chicago, Ill.—Granted authority to determine operating power by direct measurement of antenna power (B4-Z-1376).

W41MM—Gordon Gray, Winston-Salem, N. C.—Granted modification (B3-MPH-80) of construction permit (B3-PH-76 for new FM station), for extension of completion date from April 14 to October 14, 1942.

WAAB—The Yankee Network, Inc., Worcester, Mass.—Granted modification (B1-MP-1552) of construction permit (B1-P-3194) for approval of directional antenna for day and night use.

W53H—The Travelers Broadcasting Service Corp., Hartford, Conn.—Granted modification of construction permit as modified, for new high frequency broadcast station, for extension of completion date only, from April 28 to October 28, 1942 (B1-MPH-87).

KOB—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—Denied request of Station KOB for notification to the OIR (Inter-American Radio Office) of assignment of frequency 770 kc. as Class I-B station.

W2XYN-W2XYO—Columbia Broadcasting System, Inc., New York City.—Canceled outstanding construction permits for ST broadcast stations, deleted call signals, and retired to the closed files of the Commission all records pertaining to these stations, because of applicant's inability to obtain necessary equipment to complete construction.

Robert V. Lee, Bradenton, Fla.—Denied petition to cancel hearing (scheduled for April 24) and determine application for new station to operate on 1490 kc. with 250 watts power.

WOW—Woodmen of the World Life Insurance Society, Omaha, Nebr.—Denied petition for Stay pending final determination of appeal from the decision of the Commission, November 25, 1941, granting the application of WKZO, Inc. (WKZO), Kalamazoo, Mich., for construction permit to make changes in directional antenna, increase night power from 1 KW to 5 KW, on the frequency 590 kc.

Broadcasters, Inc., San Jose, Calif.—Denied petition for rehearing directed against the action of the Commission, January 6, 1942, granting without hearing the application of Merced Broadcasting Co. (KYOS), Merced, Calif. for construction permit to change frequency from 1080 to 1490 kc., increase hours of operation from daytime to unlimited time with power of 250 watts, and make changes in transmitting equipment.

Portland Broadcasting System, Inc., Portland, Mo.—Placed in pending file pursuant to Order No. 79, application for construction permit for new station (B1-PH-116).

W81SP—Westinghouse Radio Stations, Inc., Springfield, Mass.—The Commission deleted call signals W81SP and closed the record with respect to high frequency (FM) broadcast station authorized on February 18, 1941 (B1-PH-64) since no application for modification of construction permit has been filed within the specified time.

American Network, Inc., New York City, N. Y.—Denied petition to reconsider and grant without hearing its application for construction permit for new station, which was designated for hearing on March 2, 1942.

WGEO—General Electric Co., So. Schenectady, N. Y.—Granted construction permit to install a new transmitter for International broadcast station AGE0 (B1-PIB-36).

WPDQ—Jacksonville Broadcasting Co., Jacksonville, Fla.—Granted modification of construction permit (B3-P-3385) for approval of directional antenna.

APPLICATIONS FILED AT FCC

620 Kilocycles

KWFT—Wichita Broadcasting Co., Wichita Falls, Tex.—Modification of license to increase power from 1 KW night, 5 KW day to 5 KW day and night. Amended: to make changes in directional antenna and use directional antenna night only.

740 Kilocycles

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—License to cover construction permit (B5-P-3399) for changes in directional antenna system.

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Authority to determine operating power by direct method.

770 Kilocycles

WDAE—Tampa Times Co., Tampa, Fla.—Special service authorization to change frequency from 1250 to 770 kc. and oper-

ate with present facilities of 5 KW, unlimited hours, directional antenna.

780 Kilocycles

WBBM—Columbia Broadcasting System, Inc., Chicago, Ill.—Modification of construction permit (B4-P-3467) for new transmitter, move transmitter, antenna changes, requesting changes in transmitter, move present antenna to new site specified in construction permit and extend completion date to 180 days after grant.

790 Kilocycles

WEAN—The Yankee Network, Inc., Providence, R. I.—License to cover construction permit (B1-P-3244) which reinstated construction permit for increase in night power and changes in directional antenna for day and night use.

WEAN—The Yankee Network, Inc., Providence, R. I.—Authority to determine operating power by direct method.

810 Kilocycles

NEW—Fred C. Morgan, Harrison Eiteljorg, Roger A. Beane, d/b as Hoosier Broadcasting Co., Indianapolis, Ind.—Construction permit for a new station to be operated on 810 kc., 250 watts, daytime. Amended: to change requested power from 250 watts to 1 KW and change type of transmitter.

850 Kilocycles

WHDH—Matheson Radio Co., Inc., Boston, Mass.—License to use old main transmitter as auxiliary transmitter with power of 1 KW.

930 Kilocycles

KHJ—Don Lee Broadcasting System, Los Angeles, Calif.—License to cover construction permit (B5-P-3341) for move of auxiliary transmitter.

1090 Kilocycles

WBAL—WBAL Broadcasting Co., Baltimore, Md.—License to cover construction permit (B1-P-3319) to move old main transmitter to site of new main transmitter, for emergency use only, as auxiliary transmitter.

WBAL—WBAL Broadcasting Co., Baltimore, Md.—Authority to determine operating power by direct method.

1110 Kilocycles

WBT—Columbia Broadcasting System, Inc., Charlotte, N. C.—Construction permit to install a directional antenna for night use, install new transmitter and move transmitter to 3 miles N. E. of Lowesville, N. C. Amended: to request new transmitter location at (Rural) 2¼ miles N. E. of Stanley, N. C.

1230 Kilocycles

NEW—Beauford H. Jester, Individually and as Trustee for W. W. Callan, Dewitt T. Hicks, Hilton W. Howell, Wilford W. Naman, Robert G. Levy, Ross M. Sams and Davis Stribling, Waco, Tex.—Construction permit for a new broadcast station to be operated on 1230 kc., 250 watts, unlimited time. Amended: to change name of applicant from Beauford H. Jester to Beauford H. Jester, Individually and as Trustee for W. W. Callan, Dewitt T. Hicks, Hilton W. Howell, Wilford W. Naman, Robert G. Levy, Ross M. Sams and Davis Stribling and change type of transmitter.

1250 Kilocycles

WTMA—Atlantic Coast Broadcasting Co., Charleston, S. C.—Modification of construction permit (B3-P-2985, as modified, to install new transmitter and directional antenna for night use, change in frequency, increase in power and move transmitter) for extension of completion date from 4-21-42 to 5-21-42.

1270 Kilocycles

WPDQ—Jacksonville Broadcasting, Jacksonville, Fla.—Modification of construction permit (B3-P-3385, for a new station) for approval of directional antenna.

1300 Kilocycles

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

1400 Kilocycles

WBTM—Piedmont Broadcasting Corp., Danville, Va.—License to cover construction permit (B2-P-3217) for increase in night power, new antenna and move.

WJLD—J. Leslie Doss, Bessemer, Ala.—License to cover construction permit (B3-P-2642) as modified for a new broadcast station.

WJLD—J. Leslie Doss, Bessemer, Ala.—Authority to determine operating power by direct method.

WBTM—J. Leslie Doss, Bessemer, Ala.—Authority to determine operating power by direct method.

WATW—WJMS, Inc., Ashland, Wisc.—Modification of license to change name to Upper Michigan-Wisconsin Broadcasting Company, Inc.

1460 Kilocycles

WHP—WHP, Incorporated, Harrisburg, Pa.—License to cover construction permit (B2-P-3394) to install auxiliary transmitter for emergency use only, with power of 500 watts.

1470 Kilocycles

WSAN—Lehigh Valley Broadcasting Co., Allentown, Pa.—Modification of construction permit (B2-P-2637) as modified, which authorized new transmitter, directional antenna for day and night use, increase in hours and power, requesting extension of completion date from 5-10-42 to 11-10-42.

FM APPLICATIONS

W45CM—WBNS, Incorporated, Columbus, Ohio.—License to use transmitter formerly licensed to experimental high frequency broadcast station W8XVH as an auxiliary transmitter with power of 250 watts.

W53D—WJR, The Goodwill Station, Detroit, Mich.—Modification of construction permit (B2-PH-28) for a new high frequency broadcast station, requesting extension of completion date from 5-16-42 to 11-16-42.

NEW—WDAS Broadcasting Station, Inc., Philadelphia, Pa.—Construction permit for a new high frequency broadcast station to be operated on 47700 kc., 9,300 square miles, 3,992,850 population.

MISCELLANEOUS APPLICATIONS

NEW—Maine Broadcasting Co., Ltd., Bangor, Maine.—Modification of construction permit (B1-P-2868, as modified, which authorized increase in power, installation of new equipment and directional antenna for day and night use) for extension of completion date from 6-11-42 to 12-11-42.

W2XI—General Electric Co., Schenectady, N. Y.—License to cover construction permit (B1-PVB-88) for new television relay broadcast station.

W9XC—The Journal Co. (The Milwaukee Journal), Milwaukee, Wis.—Modification of construction permit (B4-PST-2, which authorized new ST broadcast station) for extension of commencement and completion dates from 12-14-41 and 6-14-42 to 12-14-42 and 6-14-43, respectively.

KGKF—KGKL, Inc., Portable-Mobile.—License for reinstatement of relay broadcast station which expired 10-1-41.

WJWA—Birney Imes, Portable-Mobile.—License to cover construction permit (B3-PRY-258) for a new relay broadcast station.

NEW—Larus and Bros. Co., Inc., Richmond, Va.—Construction permit for a new relay broadcast station to be operated on 1616, 2090, 2190, 2830 kc., 40 watts, A-3 emission.

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 Distributors, Inc.—A complaint charging misrepresentation of a cosmetic designated "Chen Yu Nail Lacquer" has been issued against Associated Distributors, Inc., 30 West Hubbard St., Chicago. (4749)

Master Herb Company—Misrepresentation of the therapeutic value of Chinese herbs is alleged in a complaint issued against Edwin Tom, also known as Shing Tom and Kim Fong Tom, trading as Master Herb Co., 215 West 9th St., Los Angeles. (4748)

A. P. W. Paper Co., Inc., Albany, N. Y., is charged in a complaint with misrepresentation in the sale of toilet tissue and paper towels through the use of the name and emblem of the American Red Cross Society in labeling and advertising its products. (4747)

STIPULATIONS

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

Alfield Co., 53 West Jackson Blvd., Chicago, manufacturer of a garment cleaning fluid designated "Spot Chek," stipulated that he will cease and desist from the use in advertisements of such statements as "Removes Lipstick Stains" to imply that the product will have the effect of preventing or completely removing lipstick stains from all kinds of fabric materials. The respondent also agrees to discontinue use of the statement "Leaves no rings," or of any similar representation which tends to convey the belief that the product when applied only to the stain to be removed from certain kinds of garments, such as silk or rayon, will leave no ring or will not cause a resultant discoloration. (3454)

Allied Kid Co., 209 South St., Boston, engaged in the tanning business, entered into a stipulation to discontinue using the words "Alligator Doeskin" as descriptive of leather made from hides other than alligators and embossed to simulate the alligator grain. (3463)

Carob Products Co., 50 West Broadway, Columbus, Ohio, stipulated that it will cease and desist from representing that the antiseptic preparation he sells under the name "Thyphenol" has five times the killing power of carbolic acid; that it may be freely used on burns and that its use, as a first aid application to wounds, will arrest dangerous infections instantly; that it will effectively kill germs even though it be diluted 400 times; that it is effective against athlete's foot and will relieve pain; that it contains no drugs; and that it is absolutely non-poisonous, unless this last representation is properly qualified. (3460)

Clopay Corp., Clopay Square, Cincinnati, manufacturer of household articles, including Venetian blinds, agrees to discontinue representing that the slats of the blinds are composed of chestnut fiber and to cease using in advertisements the word "Chestnut" to convey the impression that the slats so described contain chestnut either in whole or in any substantial quantity. (3453)

David M. Conn, 1265 Broadway, New York, wholesaler of hosiery, including "Dr. McKenzie's Sanitary Health Sox," stipulated that he will cease and desist from using in the trade name for his hosiery the abbreviation "Dr." or the word "Doctor," either with or without the word "McKenzie," to imply that there is a physician connected with the manufacture thereof or that such merchandise has been made under the supervision of a physician. The respondent further agrees to stop using the word "Health" as part of the trade name or as descriptive of hosiery products or any other word or assertion which may imply that such hosiery has special health features capable of warding off or ameliorating disease or pain. (3457)

Heather-Mathews Co., Inc., 411 Fifth Ave., New York, entered into a stipulation to cease and desist, in connection with the sale of silverware and other merchandise, from using the term "list prices" to refer to prices which are not bona fide retail prices established by actual retail sales of such or similar products sold in the usual course of business; and to discontinue use of the word "manufacturing" to describe its business or to imply that it manufactures the products it sells. The respondent also agrees to stop representing that a fictitious or marked-up price is a "low" price or is the customary price of such products, or that any persons or organizations are granted discounts of any stated percentage not actually based upon bona fide list or retail prices. (3458)

Merritt Shoe Co., Inc., 178 Lincoln St., Boston, stipulated that it will cease and desist from use of the words "Dr. Merritt's Health Shoes" as a stamp or brand for children's shoes; and from use of the word "Doctor" or the abbreviation "Dr.," either alone or with a name or with the word "Health," as a designation for its shoes, or in any other manner implying that such shoes have been made in accordance with the design or under the supervision of a physician or that they contain special scientific, orthopedic or health features which are the result of medical determination or services. (3461)

Milton Paper Co., Inc., 124 West 24th St., New York, stipulated that, in the sale of stationery, it will cease and desist from the use of the term "linen" as a brand name or watermark for paper commodities which are not made from linen. (3462)

Barry Morell Manufacturing Co., Inc., 591 Broadway, New York, entered into a stipulation to cease and desist from misbranding men's rayon shirts with labels bearing the descriptive terms as "True-Glo Crepe" or "True-Silko" and "Full Shrunk." (3465)

Research, Inc., 1680 Alton Road, Miami, Fla., has entered into a stipulation to discontinue representing that its "Des-Tex" dry cleaning fluid "mothproofs as it cleans" fabrics to which it is applied, and to cease using the word "mothproof" in any manner implying that the product will render fabrics immune from the attacks of moths. (3459)

Richards, Boggs & King, Inc., Merchandise Mart, Chicago, has entered into a stipulation to cease and desist, in the sale of bowl covers it manufactures from a synthetic material called "Pliofilm," from using the word "odorless" or any other term of similar meaning to describe bowl covers which are not free from odor. (3464)

Sparks-Withington Co., Jackson, Mich., has entered into a stipulation to discontinue certain representations in connection with the sale of "Sparton Sting-Ray Electric Fence Controllers," used for confining livestock. (02969)

CEASE AND DESIST ORDERS

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

Houbigant, Inc., Cheraamy, Inc., and Houbigant Sales Corp., all located at 539 West 45th St., New York, have been ordered to cease and desist from misrepresentation in the sale of perfumes, colognes and other toilet preparations. (3343)

Parker-Thompson Company—Orders to cease and desist from selling or otherwise disposing of merchandise by means of lottery schemes have been issued against Albert Rose, trading as Parker-Thompson Co., 1205 I St., N. W., Washington, D. C. (4699), and J. D. Fine, trading as J. D. Fine Candy Co., 222 Northwest Fourth St., Oklahoma City, Okla. (4709)

Penn-Lub Oil Products Co., 85 Gotthart St., Newark, N. J., has been ordered to cease and desist from misrepresentation of reclaimed motor oils it sells to dealers for resale to the public. (4564)