



1626 K STREET, N. W.

WASHINGTON, D. C.

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NBC Joins NAB

Niles Trammell, NBC President, in his letter transmitting NBC's application for membership in NAB, stated that this action was taken in recognition of the majority sentiment expressed by the NAB membership at the Cleveland convention. He pledged whole-hearted cooperation through NAB in meeting industry problems. His letter and the reply of President Neville Miller follow:

Trammell's letter—

"I am transmitting to you with this letter a signed application for network membership for the National Broadcasting Company in the National Association of Broadcasters.

"At the recent convention of the Association in Cleveland, I stated the position of our company relative to network membership as being, first, that we saw no particular need for this type of membership; second, that we were opposed to mandatory placement of a network representative of our company on the Board of Directors of the Association; and third, that we considered the dues for such membership to be unduly excessive.

"I wish to state that our views relative to the foregoing are unchanged.

"The Cleveland convention, however, through its democratic processes voted against the position I took and in applying for membership now I am doing so because I feel it advisable to abide by the decision of the Association.

"As I have stated many times it is our sincere wish to do everything in our power to contribute to harmony in the ranks of the broadcasters. We are subordinating our own views to those evidenced by the large majority of NAB members and are accepting their desire that we become network members with the hope that we can thus make a contribution to industry peace and cooperation.

"I still feel very strongly that the network companies, and NBC in particular, are paying too high a proportion of the total dues which support the NAB. I trust that this situation can be rectified. I also think it would be more desirable to have network membership on the Board of Directors only if such representative is elected by the Association through normal procedures.

"I would be less than frank if I did not acquaint you with my concern over the lack of unity existing in the Association today. I feel that immediate steps should be taken to create, develop and maintain a strong, cohesive association in the broadcasting industry, to adequately gather together and represent all of the group interests. The present differences in the ranks of the broadcasters, with many voices speaking in Washington for them, has led to confusion and ineffectiveness for the entire industry, and this situation demands prompt correction. It is our desire to cooperate fully to achieve industry objectives."

Miller's reply—

"I am delighted to acknowledge receipt of your recent letter enclosing application of NBC for membership in the NAB. I shall present this to our Board at its next meeting at which time I also shall call the Board's attention to your views as expressed in your letter.

"The dues schedule for networks is based on volume of business similar to the dues schedule for stations. Last fall when we discussed the various methods for determining network dues, we

AFM Bulletin

All news relative to the developments in the AFM situation are covered in AFM Bulletin No. 3, mailed with this week's REPORTS.

all agreed that this was the proper method, and I was under the impression that the schedule as adopted met with your approval.

"Regarding network representation on the Board, the By-Laws covering this subject have been changed twice during the past few years, and if you desire to propose an amendment in accordance with the views expressed in your letter, I know the membership will gladly consider it.

"The lack of unity within the industry to which you refer has existed, but I believe it has in many cases been more vocal than real. The membership of the NAB on the whole has been loyal and there have been but few resignations. There have been some differences of opinion as to policies, but all policies of the NAB have been decided by the Board only after full discussion. Many who rightfully claim under our democratic process the right to express their views seem to fail to recognize any obligation to abide by the decision of the majority. Therefore, I especially appreciate the spirit behind your action as evidenced by your statement that though your views remain unchanged you feel it advisable to abide by the decision of the Association. I am sure this action on your part will contribute to industry, peace and cooperation, and I hope others who have disagreed with NAB policies will follow your example. Certainly at a time such as this, we need to devote all our energies to winning the war.

"You may rest assured that I shall do all within my power to promote a strong Association truly representative of all interests. I am delighted that we shall have the support and cooperation of your organization."

HAGGERTY AGAIN

On Monday, John B. Haggerty, president of the International Allied Printing Trades Council, appeared before the Senate Finance Committee and again requested a discriminatory tax on radio time sales so that current radio advertising revenue will be diverted to printed media. It was similar to the proposal he made before the House Ways and Means Committee on April 14, without results, and before the Finance Committee last summer, which NAB was successful in killing.

NAB's position is on record with the Ways and Means Committee and will shortly be presented again to the Senate Finance Committee.

Sales

According to NEWSWEEK (August 3) Radio Station KFEL in Denver, recently surveyed the radio tastes of some 25,000 soldiers at Lowry Field, Fitzsimons General Hospital, and Fort

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

Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Russell P. Place, *Counsel*; Howard Frazier, *Director of Engineering*; Arthur C. Stringer, *Director of Promotion*

SALES

(Continued from page 477)

Logan. It found at least one radio to every barracks, while many had between 10 and 40, each of which was listened to by between 50 and 150 men. As for their tastes: "Variety programs are any sponsor's best bet in the evenings . . . Heavy stuff doesn't interest them . . . They've got enough drama in their own lives what with a war to be fought . . . Good music is a rare choice. They want 'gut-bucket' swing by the masters . . . They like to hear Army talent, but they don't want to hear Army brass hats making speeches."

P-I DEALS

The Van De Mark Advertising Agency of Cincinnati asks a P-I deal on Foto Color.

The Charles H. Mayne Company, Los Angeles, seeks P-I business on a Civilian First Aid Kit.

The Radio Training Association of America, Youngstown, Ohio, is soliciting information from radio stations, stating that they are interested in placing some advertising at a cost-per-inquiry basis.

All of these parties have been written to the effect that P-I deals are not consistent with the ethics of advertising and have been asked to use radio at regular advertising rates.

Programs for Victory

Swap Broken Records for New

WCAU, Philadelphia, is doing a big business in broken records, according to Kenneth W. Stowman, director of station promotion.

In cooperation with the American Legion in the Philadelphia metropolitan area, WCAU is inducing listeners to donate old, scratched, cracked and broken discs. The money raised will be used to buy new records for fighting men.

Ten thousand records were collected on the opening night of the campaign, August 4.

Here's the Plan

WCAU Mobile Bandstand makes tour of neighborhoods. Ross Mulholland and his "Moonlit Music Hall", and the "Swanee Singers" provide entertainment. Legion posts in each locality are on hand to greet the roving unit with bands or drum and bugle corps. That's the ballyhoo of Old Stager, Ken Stowman.

The plan is for two stops at 8 and 9:30 p.m. on the 4th, 5th, 6th, 12th and 13th of August. Three stops are scheduled August 11—eight, nine and ten p.m.

KVOO Recruits Destroyer Crew

KVOO became one of Uncle Sam's accredited Navy "recruiters" July 18 when the station sponsored "Navy Victory Day" in which an attempt was made to recruit 125 men, complement of a destroyer crew.

The station featured a full schedule of spot announcements and four special broadcasts, two half hours and two 15-minutes, spread over the day. State and district Naval recruiting officers took the program time in "round tables" and in interviews to explain all phases of Naval recruiting and what the Navy offered young American men and older men, too.

Climax of the day was a mass induction ceremony in an evening half hour broadcast of approximately 75 men enlisted during the day. Remainder of the program was taken up with a round table at which Naval officers reported the day's results.

Counting actual enlistments and applications, more than 130 recruits joined up to make the day an outstanding success inasmuch as the quota for that day for the entire state was only 40 men. "The effects of the day's programs over KVOO will be felt for a long while to come," Lieut. F. F. Adams, state recruiting officer, told KVOO Program Director Eddie Coontz, in commenting on the station's fine job.

Atlantic Charter Day—August 14

Radio Bureau of Office of War Information has mailed all stations a kit of material for use in the promotion of Atlantic Charter Day, August 14.

Inspection of this material indicates that it will be exceedingly helpful to stations participating in the day's observance. Attention is called to three important points which need to be stressed at this time."

(1) The Four Freedoms and what the Charter means in concrete terms to the man in the street.

(2) The fact that the Atlantic Charter is world-wide in scope.

(3) The importance of the United Nations Idea in winning the peace as well as winning the war.

Anti-Sabotage Campaign

William Wise, president, KWBW, Hutchinson, Kansas, is engaged in an anti-sabotage campaign of his own, with the full sanction of the Hutchinson police department and the city council. An announcement has been running daily since August 1, indicating that a \$50 war bond will be paid for information leading to the arrest and conviction of enemies of the United States engaged in subversive activities and sabotage. The announcement continues: "If you suspect anyone of plotting sabotage—keep the information to yourself and report to the proper police authorities in your town or communicate with Chief of Police, Marion Scott of the Hutchinson Police Dept. Stamp out the Axis. Keep your eyes and ears open for saboteurs."

The Peoria Bond Plan

From the pool of ideas that are submitted by aggressive broadcasters will come ideas for improvements in selling bonds and stamps. As indicated before, reports of local plans are solicited from stations.

Here is the way WMBD, Peoria, is conducting its campaign according to a letter from Vernon Nolte, program director.

Bank Is Issuing Agent

"In order to avoid all the extra bookkeeping and devote all of our time to the actual sales, WMBD contacted one of our very best clients and one of the most progressive financial institutions in the city, Peoples Federal Savings & Loan Association and requested them to be our issuing agent. They readily agreed and so every bond and stamp that is sold over WMBD, goes through the hands of Peoples Federal.

"We started our Bond Selling Campaign Thursday night, July 30, with a one hour program from 8:00 to 9:00 o'clock. This program featured all of the station talent and a little talk by Edgar Bill, president of WMBD, a representative from Peoples Federal Savings & Loan Association, telegrams from the Governor of the State of Illinois and the Congressman and all sales were made direct by telephone. Our inaugural program sold over \$5,000 worth of Bonds and Stamps in one hour and this morning as I write this letter, more and more orders are coming in by mail.

Broadcast Promotions

"In addition to this one hour program every Thursday night, we are devoting our entire morning farm period, 5:45-6:45 to the sale of bonds, with our farm director, Farmer Bill. Also two special programs every afternoon and a program, a half hour show, 10:30-11 every night, handled by a different personality announcer each evening. This 10:30 program is in the spirit of competition and our announcers and personalities try to outdo each other in selling the most bonds. The man who wins, having the most sales for any one week, will receive a special award which hasn't been decided upon as yet.

Sells Bonds 3 Ways: Stamps 2 Ways

"That in brief is our program schedule for the sale of Bonds. In checking with Peoples Federal Savings & Loan Association, we found that we were in a position to sell bonds in three different ways and stamps in two different ways. We have a special form made out, that our telephone operators and receptionists fill out upon the receipt of an order. On bonds, we will either mail them C.O.D., await the arrival of a check and mail the bond registered mail, or the bond may be picked up and paid for at the WMBD Tank Booth in front of our building. On stamps, we will either mail the stamps out on receipt of the cash or the stamps may be paid for and picked up at the WMBD Tank Booth.

Government Pays for C.O.D.'s

"Incidentally, the Government is standing the cost of the C.O.D. and I think that is a point that other stations may be able to work out in their own communities.

Tank Booth

"At this writing, our Tank Booth is not yet completed, but we expect to have it erected within a very few days. This booth is an exact replica of a United States Army M-3 Tank, complete with guns, gun turrets, tractor treads and everything. It is made and molded out of wood and the sides are plate glass. The dimensions are approximately 8'x16'x10'. This tank is air conditioned in summer, heated in the winter. Telephone will be installed and of course a microphone. We are planning to have our various personalities appear in this Tank Booth at various times of the day, and perhaps we will also take some news broadcasts from there."

TO THE MARINES

Edward C. Coontz, program director, KVOO, Tulsa, has joined the Marine Corps. When he gets the signal he expects to leave for Quantico as a member of the Candidates Class.

MICHIGAN

Estimated Radio Homes, 1940

Number of Occupied Dwelling Units as reported by U. S. Bureau of the Census in advance release, Series H-7. Percent radio-equipped calculated from Series H-7 Bulletin following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio.

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Alcona.....	1,412	83.0	1,171	520	84.3	438	892	82.2	733
Alger.....	2,486	77.8	1,932	1,071	89.0	953	829	66.1	548	586	73.5	431
Allegan.....	11,676	88.3	10,305	2,343	93.9	2,199	3,158	91.0	2,874	6,175	84.7	5,232
Alpena.....	5,217	82.6	4,307	3,359	91.2	3,065	384	69.9	268	1,474	66.1	974
Antrim.....	2,958	73.7	2,180	1,557	78.7	1,226	1,401	68.1	954
Arenac.....	2,358	74.0	1,744	822	82.9	681	1,536	69.2	1,063
Baraga.....	2,389	81.2	1,938	659	91.4	602	845	77.6	656	885	76.9	680
Barry.....	6,592	88.3	5,824	1,662	95.7	1,590	1,518	89.7	1,362	3,412	84.2	2,872
Bay.....	19,325	92.8	17,930	12,787	95.8	12,246	2,884	91.5	2,639	3,654	83.3	3,045
Benzie.....	2,208	82.5	1,822	1,230	88.8	1,092	978	74.6	730
Berrien.....	25,332	91.4	23,150	11,800	95.0	11,206	6,547	91.6	5,999	6,985	85.1	5,945
Branch.....	7,713	89.8	6,928	2,257	94.7	2,138	2,070	90.2	1,866	3,386	86.4	2,924
Calhoun.....	26,817	94.1	25,227	16,893	95.5	16,129	5,673	94.9	5,384	4,251	87.4	3,714
Cass.....	6,508	86.4	5,627	1,542	94.5	1,457	2,041	84.8	1,731	2,925	83.4	2,439
Charlevoix.....	3,513	80.3	2,821	800	88.0	704	1,518	83.0	1,260	1,195	71.7	857
Cheboygan.....	3,441	76.2	2,625	1,477	85.9	1,269	730	76.7	560	1,234	64.5	796
Chippewa.....	6,725	84.8	5,699	3,811	94.3	3,594	1,387	72.2	1,001	1,527	72.3	1,104
Clare.....	2,451	80.4	1,973	1,227	88.1	1,081	1,224	72.8	892
Clinton.....	7,255	91.2	6,615	1,311	93.5	1,226	2,192	92.2	2,021	3,752	89.8	3,368
Crawford.....	947	79.6	754	825	82.2	678	122	62.0	76
Delta.....	8,724	86.0	7,509	5,240	92.6	4,852	1,922	76.4	1,468	1,562	76.1	1,189
Dickinson.....	7,506	90.4	6,782	5,478	92.5	5,070	1,402	84.2	1,181	626	84.9	531
Eaton.....	9,982	91.2	9,103	3,831	94.1	3,604	2,049	91.0	1,865	4,102	88.6	3,634
Emmet.....	4,209	77.2	3,252	1,648	91.4	1,506	1,282	73.8	946	1,279	62.5	800
Genesee.....	60,380	95.5	57,660	41,568	96.4	40,056	12,573	94.4	11,870	6,239	91.9	5,734
Gladwin.....	2,397	81.8	1,961	773	87.5	677	1,624	79.1	1,284
Gogebie.....	8,091	89.8	7,263	5,479	93.4	5,117	1,661	83.5	1,387	951	79.8	759
Grand Traverse.....	5,842	85.6	5,002	3,456	91.8	3,174	618	80.8	499	1,768	75.2	1,329
Gratiot.....	8,831	86.7	7,662	2,825	93.5	2,641	1,804	85.0	1,533	4,202	83.0	3,488
Hillsdale.....	8,576	87.1	7,475	1,987	94.2	1,871	2,373	89.6	2,127	4,216	82.5	3,477

MICHIGAN—Continued

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Houghton.....	12,554	90.6	11,377	3,716	94.8	3,523	7,111	91.2	6,484	1,727	79.4	1,370
Huron.....	8,069	86.7	6,994	696	96.0	668	2,630	91.9	2,418	4,743	82.4	3,908
Ingham.....	36,894	95.7	35,306	25,069	97.0	24,311	7,917	94.1	7,451	3,908	90.7	3,544
Ionia.....	9,535	90.0	8,583	3,138	94.3	2,960	2,804	90.0	2,523	3,593	86.3	3,100
Iosco.....	2,347	83.3	1,952	1,493	90.0	1,343	854	71.3	609
Iron.....	5,237	85.3	4,466	1,932	88.1	1,703	2,404	85.2	2,049	901	79.3	714
Isabella.....	6,693	86.2	5,769	2,301	92.7	2,134	975	84.2	821	3,417	82.4	2,814
Jackson.....	25,148	94.3	23,707	14,416	96.0	13,842	6,591	94.1	6,204	4,141	88.4	3,661
Kalamazoo.....	27,564	95.0	26,175	14,867	96.0	14,278	9,056	95.6	8,657	3,641	89.0	3,240
Kalamaska.....	1,363	71.1	969	611	73.9	452	752	68.8	517
Kent.....	69,220	94.9	65,723	48,821	95.9	46,840	14,061	94.5	13,293	6,338	88.2	5,590
Keweenaw.....	1,070	81.6	873	991	82.7	819	79	68.4	54
Lake.....	1,454	62.9	915	715	63.0	450	739	62.9	465
Lapeer.....	7,402	90.5	6,699	1,139	96.2	1,095	2,310	91.1	2,105	3,953	88.5	3,499
Leelanau.....	2,145	72.4	1,553	842	81.9	690	1,303	66.2	863
Lenawee.....	214,835	91.7	13,608	5,065	95.8	4,853	4,542	91.5	4,155	5,228	88.0	4,600
Livingston.....	5,710	92.0	5,251	1,130	96.1	1,086	1,885	93.0	1,752	2,695	89.5	2,413
Luce.....	1,488	74.5	1,103	672	90.7	610	585	57.5	336	231	67.8	157
Mackinac.....	2,362	75.9	1,793	679	83.6	568	1,153	75.1	866	530	67.6	359
Macomb.....	27,509	95.8	26,357	12,523	96.7	12,110	10,634	94.7	10,068	4,352	96.0	4,179
Manistee.....	5,230	86.1	4,504	2,591	94.4	2,446	1,133	86.1	975	1,506	71.9	1,083
Marquette.....	12,077	89.7	10,833	8,290	94.4	7,824	2,717	80.7	2,193	1,070	76.3	816
Mason.....	5,441	86.4	4,695	2,558	93.4	2,390	780	82.7	645	2,103	79.0	1,660
Mercola.....	4,631	82.8	3,835	1,448	89.1	1,290	726	82.8	601	2,457	79.1	1,944
Menominee.....	6,373	87.5	5,583	2,791	96.1	2,682	1,201	83.2	1,000	2,381	79.8	1,901
Midland.....	6,930	88.4	6,129	2,696	96.7	2,606	1,836	87.0	1,597	2,398	80.3	1,926
Missaukee.....	1,997	72.0	1,440	652	77.4	505	1,345	69.5	935
Monroe.....	15,122	92.6	14,003	4,759	93.7	4,457	5,688	93.6	5,324	4,675	90.3	4,222
Montcalm.....	8,352	85.4	7,133	1,603	93.5	1,499	2,416	88.0	2,127	4,333	80.9	3,507
Montmorency.....	972	69.6	676	441	71.3	314	531	68.3	362
Muskegon.....	25,774	94.4	24,324	17,496	96.3	16,844	5,687	91.6	5,211	2,591	87.6	2,269
Newaygo.....	5,366	80.0	4,295	747	95.0	710	1,263	83.1	1,049	3,356	75.6	2,536
Oakland.....	66,587	96.7	64,389	37,377	97.7	36,510	24,313	96.0	23,339	4,897	92.7	4,540
Oceana.....	4,128	79.0	3,262	1,684	86.9	1,463	2,444	73.6	1,799
Ogemaw.....	2,267	72.7	1,649	1,050	75.8	796	1,217	70.1	853
Ontonagon.....	2,939	83.4	2,452	1,681	87.1	1,464	1,258	78.5	988
Osceola.....	3,574	79.4	2,836	1,484	85.7	1,272	2,090	74.8	1,564
Oscoda.....	667	72.9	486	380	78.4	298	287	65.5	188
Otsego.....	1,375	71.2	979	787	77.0	606	588	63.4	373
Ottawa.....	16,075	94.8	15,240	7,425	97.7	7,253	3,880	95.0	3,687	4,770	90.1	4,300
Presque Isle.....	2,759	75.2	2,076	735	91.3	671	844	73.9	623	1,180	66.2	782
Roscommon.....	1,102	77.2	851	847	78.6	666	255	72.7	185
Saginaw.....	34,542	93.1	32,143	22,386	95.4	21,366	5,913	92.0	5,440	6,243	85.5	5,337
St. Clair.....	20,691	94.0	19,456	11,157	96.0	10,713	4,605	93.1	4,285	4,929	90.4	4,458
St. Joseph.....	9,501	89.8	8,532	4,165	95.0	3,955	2,568	90.1	2,315	2,768	81.7	2,262
Sanilac.....	7,999	87.1	6,968	2,641	91.0	2,403	5,358	85.2	4,565
Schoolcraft.....	2,366	83.0	1,963	1,362	89.6	1,200	581	72.6	422	423	75.8	321
Shiawassee.....	11,353	92.3	10,484	4,887	95.3	4,656	2,523	92.6	2,336	3,943	88.6	3,492
Tuscola.....	9,302	84.9	7,892	947	93.3	883	2,778	90.1	2,504	5,577	80.8	4,505
Van Buren.....	10,573	87.4	9,237	1,464	96.9	1,418	3,786	90.3	3,418	5,323	82.7	4,401
Washtenaw.....	22,198	96.1	21,332	12,749	97.2	12,398	5,593	95.6	5,346	3,856	93.0	3,588
Wayne.....	522,414	97.0	506,958	503,093	97.1	488,490	15,298	96.0	14,683	4,023	94.1	3,785
Wexford.....	4,877	84.0	4,100	2,739	92.4	2,530	711	82.5	587	1,427	68.9	983
State Total.....	1,396,014	93.4	1,304,149	924,913	96.4	891,661	252,211	90.9	229,348	218,890	83.7	183,140

Cities of 25,000 or More Population

City	County	Units	% Radio	Radio Units
Ann Arbor.....	Washtenaw	9,194	97.9	9,002
Battle Creek.....	Calhoun	12,874	95.6	12,313
Bay City.....	Bay	12,787	95.8	12,246
Dearborn.....	Wayne	16,061	98.3	15,782
Detroit.....	Wayne	425,547	97.0	412,747

Flint.....	Genesee	40,567	96.4	39,097
Grand Rapids.....	Kent	47,523	95.8	45,549
Hamtramck.....	Wayne	11,546	96.5	11,147
Highland Park.....	Wayne	14,221	97.9	13,917
Jackson.....	Jackson	14,416	96.0	13,842
Kalamazoo.....	Kalamazoo	14,867	96.0	14,278
Lansing.....	Ingham	22,481	96.9	21,782
Muskegon.....	Muskegon	13,271	96.5	12,807
Pontiac.....	Oakland	17,252	96.5	16,652
Port Huron.....	St. Clair	9,138	95.7	8,745
Royal Oak.....	Oakland	6,612	98.9	6,539
Saginaw.....	Saginaw	22,386	95.4	21,366
Wyandotte.....	Wayne	7,649	97.7	7,474

NAB Research Department

July 30, 1942

FEDERAL COMMUNICATIONS COMMISSION

The FCC early this week received an announcement from Tulsa, Okla., of the death of Walter D. Humphrey, one of its principal attorneys, on August 1st.

Mr. Humphrey was born March 5, 1876 in Onslow County, North Carolina. He was a pioneer Oklahoma lawyer and for about 8 years was a member of the Oklahoma Corporation Commission. He was one of the organizers of the Oklahoma Tax Commission, and was a member of that Commission for 4 years. Originally lived in Nowata, Oklahoma.

Came to the FCC February 25, 1935. Surviving are his wife and two daughters in Tulsa, Oklahoma, and a sister, Mrs. Abbe, of Washington, D. C.

On August 1 the FCC took over the operation of the Columbia Broadcasting System's listening post in San Francisco, chairman James Lawrence Fly announced at his press conference on Monday.

He stated that the listening post has been in operation for a considerable period and recently had been operated in cooperation with the Office of War Information. Mr. Fly said, however, that it was thought best to combine the various listening services and so CBS facilities were made available to the Commission. Mr. Fly explained that it will be useful to the Commission by increasing the coverage of the Pacific area. The Commission is not taking over ownership of the station, just operation.

A transmitter vacuum tube industry advisory committee has been appointed at WPB as follows:

Frank H. McIntosh, Chief of the Radio Section, is the Government Presiding Officer.

Committee members are:

W. W. Eitel,
Eitel-McCullough, Inc.,
San Bruno, California.

Rex L. Munger,
Taylor Tubes, Inc.,
Chicago, Illinois.

St. George Lafitte,
Federal Telegraph Co.,
Newark, New Jersey.

Henry C. Bonfig,
RCA Manufacturing Co.,
Camden, New Jersey.

S. Norris,
Amperex Electronics, Inc.,
Brooklyn, New York.

H. D. Wilson,
Western Electric Co.,
New York City.

C. E. Wilson,
General Electric Co.,
Schenectady, New York.

Roy Burlew,
Ken-Rad Tube & Lamp Co.,
Owensboro, Kentucky.

FCC States Policy for Licensing High Frequency (FM) and (ST) Broadcast Stations

Because war conditions have caused great shortages in materials, equipment and skilled personnel necessary to radio broadcasting, the FCC has announced that holders of construction permits for new frequency modulation (FM) radio stations may obtain licenses

during the war to operate presently existing facilities, provided construction has reached a point where the transmitter is capable of rendering a substantial public service. FM broadcasters securing licenses under this policy will have to show that additional construction is not possible at this time and must assure the Commission that construction will be completed according to Rules, Regulations and Standards of the FCC as soon as the required materials and engineering personnel have become available.

According to FCC records there are 5 licensed FM stations now in operation. Twenty-three stations are operating under special temporary authorization pending completion of construction in accordance with the construction permits. Upon appropriate application these would receive licenses to replace the special temporary authorizations. An additional 7 stations are now conducting program tests and have filed applications for operating licenses. The new policy under which the FCC will consider applications for operating licenses on the basis of partial construction probably will affect also 20 other holders of FM construction permits. Six permittees now building studio transmitter links (ST), which connect with station transmitters, would come under the policy. Applicants for new facilities however are barred, except under special circumstances, by an earlier "freeze" policy announced in the Memorandum Opinion of April 27, 1942, which recognized the necessity for conserving critical materials and banned new grants for FM as well as most other types of broadcast radio.

The Commission observes that the Communications Act does not contemplate extensions of time within which to complete construction unless it appears that construction can be completed within a reasonable length of time. Nor is it desirable to continue the issuance of special temporary authorizations upon a short term basis. However, it is desirable to encourage such service as is now possible to listeners having FM receivers. Accordingly, the Commission will give consideration to applications for licenses to cover partial construction of FM and ST stations where such construction has proceeded to the point where it is possible to provide a satisfactory though limited FM service. The Commission will also consider applications where construction has been completed and the permittee has been unable to secure equipment and technical personnel to make measurements, required as a prerequisite to issuance of a license. Such licenses will be granted on the definite understanding that immediately the required materials and personnel are available, steps will be taken to comply fully with the original construction permit.

To secure a grant of such an application for license, it will be necessary for each applicant to show (1) *diligence in proceeding with construction and the reasons for failure to complete construction*; (2) *the actual status of construction which the applicant believes sufficient to provide an acceptable FM service*; (3) *the materials and technical personnel needed to complete construction and make proof of performance (Section 6, Form 320)*; and, (4) *the applicant's determination to proceed to final completion in accordance with the Rules, Regulations and Standards of the Commission when materials for further construction and needed technical personnel become available*.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, August 10. It is subject to change.

Monday, August 10

Further Consolidated Hearing

NEW—Hennessy Broadcasting Co., Butte, Mont.—C. P., 1490 kc., 250 watts, unlimited.
NEW—Barclay Craighead, Butte, Mont.—C. P., 1490 kc., 250 watts, unlimited.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

KWID—The Associated Broadcasters, Inc., San Francisco, Calif.—Granted modification of construction permit (B5-MPIB-36) to add the frequency 7230 kc., with unlimited time of operation, and extend completion date to 180 days after grant.
Burns Avenue Baptist Church, Detroit, Mich.—Granted extension of authority to transmit programs to Station CKLW, Windsor, Ontario, Canada.
W2XMT—Metropolitan Television, Inc., New York City—Granted application (B1-MPV-82) for modification of construction permit for experimental television station for extension of commencement and completion dates, subject to submitting to the Chief Engineer within 30 days a satisfactory report as to plans, personnel, and program of research and experimentation.

ACTIONS ON DOCKET CASE

The Commission announced its Proposed Findings of Fact and Conclusions (B-152), proposing to grant the application for renewal of license of Puerto Rico Advertising Co., Inc. (WPRA), Mayaguez, Puerto Rico (Docket No. 5929), and to deny the applications of Puerto Rico Advertising Co., Inc., for construction permits for new standard broadcast stations at Arecibo, Puerto Rico (Docket No. 5930), and at San Juan, Puerto Rico (Docket No. 5938), and also to deny the application of Caribbean Broadcasting Association, Inc., for construction permit for new standard broadcast station at San Juan, Puerto Rico (Docket No. 5898).

DESIGNATED FOR HEARING

WMRO—Martin R. O'Brien, Aurora, Ill.—Designated for hearing application for modification of license (B4-ML-1112) for increase in hours of operation from daytime to unlimited, using 100 watts night, 250 watts LS.
WHAT—Independence Broadcasting Co., Philadelphia, Pa.—Designated for hearing application for modification of license (B2-ML-1129) to change frequency from 1340 to 1550 kc., and increase hours of operation from sharing with WTEL to unlimited.
WALB—Herald Publishing Co., Albany, Ga.—Designated for hearing application for renewal of license (B3-R-1134); 1590 kc., 1 KW, unlimited time, directional antenna night.
WALB—Herald Publishing Co., Albany, Ga.—Designated for hearing application (B3-P-3383) to change frequency to 1550 kc., and make changes in directional antenna system for night use.
WALB—Herald Publishing Co. (Assignor), Albany Herald Broadcasting Co. (Assignee), Albany, Ga.—Designated for hearing application (B3-AL-346) for consent to voluntary assign-

ment of license of station WALB from Herald Publishing Company to Albany Herald Broadcasting Company.

LICENSE RENEWALS

The following stations were granted renewal of licenses for the period ending October 1, 1944:

WHBL, Sheboygan, Wisc.; WKAT and auxiliary, Miami Beach, Florida; WLOL, Minneapolis, Minn.

The following stations were granted renewals for the period ending August 1, 1944:

WJHL, Johnson City, Tenn.; WKY and auxiliary, Oklahoma City, Okla.; WSAZ, Huntington, W. Va.; WTAD, Quincy, Ill.

Licenses for the following stations were renewed for the period ending December 1, 1942:

KDFN, Casper, Wyo.; KGCX, Wolf Point, Mont.; KLO, Ogden, Utah; KLPM, Minot, N. Dak.; WAAB and auxiliary, Boston; WHIS, Bluefield, W. Va.; WIRE and auxiliary, Indianapolis, Ind.; WWSR, St. Albans, Vermont.

MISCELLANEOUS

KFEQ—KFEQ, Inc., St. Joseph, Mo.—Granted modification of construction permit as modified, which authorized installation of new transmitter and directional antenna for day and night use, increase in power, change in hours of operation, and move transmitter, to extend completion date from July 30 to September 30, 1942 (B4-MP-1619).
WINS—Hearst Radio, Inc., New York City.—Granted modification of construction permit as modified, for increase in power, change hours of operation, install new transmitter and directional antenna for day and night use, and move transmitter, for extension of completion date from August 3 to November 3, 1942 (B1-MP-1610).
WMAW—C. T. Sherer Co., Inc., Worcester, Mass.—Granted continuance of hearing now set for August 4, on application for extension of completion date of its construction permit, until August 17, 1942 (Docket No. 6313).
J. Marion West, Wesley W. West, and P. M. Stevenson, Houston, Texas.—Granted petition to dismiss without prejudice application (B3-P-2864) for new station and cancel hearing.
KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Granted petition to dismiss without prejudice and cancel hearing on application (B4-P-3389) for construction permit.
Peter Q. Nyce, Alexandria, Va.—Granted petition to dismiss without prejudice application (B2-P-3172) for new station.
KOAM—The Pittsburg Broadcasting Co., Inc., Pittsburg, Kans.—Granted petition to dismiss without prejudice application (B4-P-3198) for construction permit.
WMBR—Florida Broadcasting Co., Jacksonville, Fla.—Granted petition to dismiss without prejudice application (B3-P-3036) for construction permit.
Lexington Broadcasting Co., Lexington, N. C.—Granted petition to dismiss without prejudice application (B3-P-3122) for new station.
Louisiana Communications, Inc., Baton Rouge, La.—Granted petition to dismiss without prejudice application (B3-P-3242) for new station.
Fort Smith Newspaper Publishing Co., Fort Smith, Ark.—Granted petition to dismiss without prejudice application (B3-P-3117) for new station.
Dorman Schaeffer, Klamath Falls, Ore.—Granted petition to dismiss without prejudice application (B5-P-2951) for new station.
WWNY—The Brockway Co., Watertown, N. Y.—Granted modification of construction permit which authorized installation of directional antenna for night use, change frequency, increase power, change hours of operation, and move transmitter, for extension of completion date from August 16, 1942, to October 16, 1942 (B1-MP-1605).
KMPC—KMPC, The Station of the Stars, Inc., Beverly Hills, Calif.—Granted modification of construction permit, as modified, for increase of power, installation of directional antenna for day and night use, new transmitter, and move of transmitter, for extension of completion date from August 2 to September 2, 1942 (B5-MP-1614).
WCAO—The Monumental Radio Co., Baltimore, Md.—Granted modification of construction permit as modified, for increase in power, move of transmitter, installation of new transmitter and directional antenna for day and night use, for extension of completion date from August 8 to September 8, 1942 (B1-MP-1608).

WLAC—J. T. Ward, tr/as WLAC Broadcasting Service, Nashville, Tenn.—Granted modification of construction permit as modified, for installation of new transmitter and directional antenna for night use, increase in power, and move transmitter, for extension of completion date from August 1 to September 1, 1942 (B3-MP-1615).

WIS—Surety Life Insurance Co., Columbia, S. C.—Granted license to cover construction permit as modified, for changes in directional antenna and increase in power (B3-L-1688); granted authority to determine operating power by direct measurement of antenna power (B3-Z-1421).

W85A—General Electric Co., Schenectady, N. Y.—Granted modification of construction permit for new station, for change in type of transmitter and extension of commencement and completion dates to 10 days after grant hereof and 30 days thereafter, respectively (B1-MPH-110).

KOVC—KOVC, Inc., Valley City, N. Dak.—Granted authority to determine operating power by direct method in accordance with terms of B4-ML-1131 (B4-Z-1420).

WRLC—R. G. LeTourneau, Toccoa, Ga.—Granted petition to dismiss without prejudice application (B3-P-3451) for construction permit.

WHEB—WHEB, Inc., Portsmouth, New Hampshire—Granted petition to dismiss without prejudice application (B1-P-3448) for construction permit.

APPLICATIONS FILED AT FCC

740 Kilocycles

KTRH—KTRH Broadcasting Co., Houston, Texas.—Modification of construction permit (B3-P-3011 as modified), which authorized installation of new transmitter, directional antenna, change in frequency, increase in power and move transmitter for changes in transmitting equipment.

770 Kilocycles

KOB—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—Extension of special service authorization to operate on **770 kc.**, 25 KW night, 50 KW daytime, unlimited time, using the transmitter as specified in modification of construction permit (B5-MP-1603) for the period 10-1-42 to 4-1-44.

1300 Kilocycles

WOOD—King Trendle Broadcasting Corp., Grand Rapids, Mich.—Modification of construction permit (B2-P-2874), which authorized increase in power, installation of new transmitter, directional antenna for night use, and move of studio and transmitter for extension of completion date from 8-23-42 to 9-23-42.

1410 Kilocycles

WKBH—WKBH, Inc., LaCrosse, Wis.—Authority to determine operating power by direct measurement of antenna power.

1450 Kilocycles

WILM—Delaware Broadcasting Co., Wilmington, Del.—License to cover construction permit (B1-P-3387) for move of transmitter and use of WDEL's south tower of directional array.

1490 Kilocycles

WWSW—Walker and Downing Radio Corp., Pittsburgh, Pa.—Modification of license to change corporate name to WWSW, Inc.

FM APPLICATIONS

W47NY—Muzak Radio Broadcasting Station, Inc., New York, N. Y.—Modification of construction permit (B1-PH-48 as modified), which authorized construction of new high frequency broadcast station for extension of completion date from 8-4-42 to 2-4-43.

W53H—The Travelers Broadcasting Service Corp., Hartford, Conn.—License to cover construction permit (B1-PH-12 as modified) for new high frequency broadcast station.

W85A—General Electric Co., Schenectady, N. Y.—License to cover construction permit (B1-PH-19 as modified) for new high frequency broadcast station.

MISCELLANEOUS APPLICATIONS

WRET—Ralph A. Horton, Portable-Mobile, area of Ft. Lauderdale, Fla.—License to cover construction permit (B3-PRE-410) for new relay broadcast station.

WAAD—Ralph A. Horton, Portable-Mobile, area of Ft. Lauderdale, Fla.—Modification of construction permit (B3-PRY-259), which authorized a new relay broadcast station for change in type of transmitter and extension of commencement and completion dates.

NEW—The Ohio State University, Portable-Mobile, area of Columbus, Ohio.—Construction permit for new relay broadcast station to be operated on **1622, 2058, 2150, 2790 kc.**, 25 watts, and A3 Emission.

WFMJ—William F. Maag, Jr., Youngstown, Ohio.—Voluntary assignment of license to The WFMJ Broadcasting Company.

WMNH—The Radio Voice of New Hampshire, Inc., area of Manchester, N. H.—License to cover construction permit (B1-PRY-272) for a new relay broadcast station.

W2XMC—Muzak Corporation, New York, N. Y.—Modification of construction permit (B1-PEX-36 as modified), which authorized construction of new developmental broadcast station for extension of completion date from 9-1-42 to 3-1-43.

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.

Britt-McKinney Co., in Greenville, S. C., and as Britt & Co., in Spartanburg, S. C., engaged in business as brokers of canned foods and fruits and miscellaneous merchandise, are charged in a complaint with violation of Section 2(c) of the Clayton Act, as amended by the Robinson-Patman Act. (4792)

Haband Company, et al.—Complaints have been issued charging Max Habernickel, Jr., and John A. Anderson, trading as Haband Co., Paterson, N. J., and Clermont Cravat Co., Inc., 39 West 29th St., New York, with misrepresentation of the constituent fiber or material of neckties they sell. The Clermont Cravat Company, manufactures certain neckties designated "The Aldrich No. 1202," which are labeled "all silk," and others called "The Cherokee No. 1275," which bears an Indian head on the label and the legend "Hand Made Tie." These ties are sold and distributed by the Haband Company respondents. (4790-4791)

National Technical Institute (formerly National Diesel Institute), Virginia, Ill., conducting correspondence courses of instruction in Diesel engineering, air conditioning, aeronautical engineering, electrical engineering, and commercial training, is charged in a complaint with misrepresentation. (4789)

Universal Fingerprint Systems, Ltd., Seattle, Wash., is charged with misrepresentation in a complaint. (4788)

CEASE AND DESIST ORDER

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

Success Portrait Co., trading as Chattanooga Art Medallion Co. and as Art Trade Studios, Chattanooga, Tenn., its officials, and scores of agents and employees operating under various trade names, have been ordered to cease and desist from misrepresentations in the sale of tinted or colored photographic enlargements and miniatures, and frames. (4522)

STIPULATIONS

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

Alpine Corp., 565 Broadway, New York, engaged in selling a preparation designated "Girolamo Pagliano Syrup," has stipulated that it will discontinue representing that the preparation has a purifying effect on the blood or on the humors of the body; that it eliminates noxious substances from the organisms; and that it is a remedy or cure for any disease or has any therapeutic value except as a cathartic. (03030)

Hempstead Selipon Co., Hempstead, N. Y., engaged in selling "Elip," a medicinal preparation containing potassium bitartrate, sulphur, and emodin, stipulated to discontinue representing that the product is a remedy for or that it will cure hemorrhoids or cause that condition to dry up; that it will cause the suffering resulting from hemorrhoids to cease; that it is safe, or that it will relieve the itching, inflammation, or bleeding caused by hemorrhoids. (03032)

Reese Chemical Co., 10617 Frank Ave., Cleveland, selling a medicinal preparation designated "Red Hearts," has stipulated to cease and desist from representing that the product will restore youthful vigor or sex vitality or act as an aphrodisiac or stimulant. (03031)

B. E. Sanders, Inc., Tulsa, Oklahoma, engaged in selling a permanent wave solution designated "Floating Oil-of-Castor", has stipulated that it will cease representing that its preparation is a new type of permanent wave solution, will nourish the hair, or contains less ammonia than is contained in other permanent wave solutions. The respondent further agrees to cease representing that the preparation is sold by means of a special, introductory or limited offer, and, by use of the words "Floating Oil-of-Castor" in the designation of its product, that the oil ingredient of the preparation is composed principally of castor oil. (03028)

Western Land Roller Co., Hastings, Nebr., engaged in selling a farm implement designated "Western Pulverizer, Packer and Mulcher," also as "New Western," "Western," and "Western Land Roller," have entered into a stipulation to cease and desist from representing:

That use of the machine in preparing a seed bed will save one-third, one-half or more of the seed ordinarily used when planting alfalfa, winter wheat, barley, and oats over other methods of properly preparing seed beds for such crops;

That when it is used for preparing a seed bed every seed will germinate and make a strong growth or that a good stand may be obtained every year;

That it will be effective in causing potato crops to mature eight to ten days earlier or to produce a larger yield than a potato crop planted in a seed bed properly prepared by other implements and methods;

That its use will increase profits of sugar and wheat growers from 25 to 50 percent or effect any other definitely stated increased percentage of profit;

That it will prevent or protect against crop failures except to the extent that such failures may be caused by or attributed to loose unpacked soil;

That its use will increase the yield of corn from 20 to 40 bushels an acre or effect any definitely stated increased yield over such yield as may be obtained by generally recognized good farming practices; and that it will prevent soil from blowing except insofar as such blowing may be caused by or attributable to loose, unpacked soil. (03029)

Western Natural Foods Co., 1518 Second Avenue, Seattle, Wash., engaged in selling medicinal preparations designated "Kema Tablets" and "Kema Tea," has stipulated to discontinue representing that either of his products is of value in bringing about weight reduction or as an accessory or supplemental food or dietary aid or has any significant food value; that either of the products supplies mineral colloids essential to hydrolysis, saponification, oxidation or elimination of fat; that Kema Tea is of value in keeping organs of elimination in proper working order, or that either of the products is harmless. (03027)

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