

Selective Service

We print below a suggested statement to serve as the basis for filling out Selective Service Form 42-A or an attachment thereto for submission to local Draft Boards. This draft is not intended for use in its entirety, but should be modified and adapted to serve the requirements of the individual case. Paragraphs not applicable in a given case should be deleted and other pertinent information should be added.

For procedure to secure temporary deferment to "key" men, see NAB REPORTS, July 17, p. 435.

I

This plea is not for the individual registrant concerned, but rather is made on the basis of his qualifications and consequent usefulness in the radio broadcasting industry which has been designated by National Headquarters of the Selective Service System, in its memorandum of July 11, 1942, to local boards, as an industry "essential to the support of the war effort."

The probability is that as time goes on, radio broadcast stations will become more and more essential,—increasingly so if the war approaches our shores,—and it appears obvious that an essential industry should be operated at maximum efficiency. Further, in the interest of such efficiency it follows that, owing to the highly specialized nature of broadcasting from the technical, legal, business and public relations standpoints, trained and efficient personnel is indispensable.

II

As an example of the importance of radio to the war effort, the attached exhibit shows the amount of time given freely by radio stations at the Government's request, in a recent three months' period to promote recruiting, the sale of bonds, etc. (Submit copy of p. 529, NAB REPORTS of Sept. 4. Reprints available at NAB upon request.)

III

In all military defense areas the operation of radio broadcast stations has been placed directly under the authority of the Commander responsible for the defense of the area involved. Certain stations have been designated as "key" stations and required to operate twenty-four hours daily, other stations are required to keep tuned to the key stations at all times. These operations are deemed essential by the military authorities in combating enemy air raids.

IV

Radio is only effective if it is able to maintain its listening audience and this requires efficient operation. Amateurish, untrained announcers can only influence people to turn their radios off. News editors unfamiliar with the technicalities of censorship may only succeed in relaying information of value to the enemy. The technicians at a broadcast station are in effect the stage managers of the show and much of the appeal of

radio entertainment is due to the skill with which they do their work. Just as a motion picture of great artistic merit could be ruined and without appeal if the camera men were technically unskilled, so could the creation of a great radio script writer be valueless without skilled technical personnel to see that it is properly broadcast.

V

Due to the unavailability of spare parts and tubes and the rapid depreciation of equipment which cannot now be replaced, the radio broadcasting industry is currently operating within a narrow margin of safety. Breakdowns and technical interruptions will inevitably become increasingly frequent. The technical staff is responsible for the smooth operation of the station and repairs of breakdowns. Most stations have only one technician on duty at key points and during his hours of work he is solely responsible for repairs. Just as a chain is only as strong as its weakest link, the continuous operation of a station may depend at any time on the skill of any individual technician at any given point. The ability of a technician to make rapid and effective repairs is dependent upon his basic knowledge of fundamental principles, his familiarity with the wiring, lay-out and construction of the smallest detail of the entire plant and his natural aptitude to diagnose trouble. It has been said that good radio repairmen are born, not made. This is no doubt due to the fact that a peculiar process of mental reasoning is necessary to analyze and correct technical difficulties hence the successful training of replacements can only be determined after the individual trainee has progressed a great way in his studies. It is common knowledge in the industry that only a small percentage of the graduates of technical schools possess the aptitude for making speedy repairs of intricate radio equipment as well as practical, everyday operation of a radio station.

VI

The efficiency of any organization bears a direct relationship to the caliber of the management. Broadcasting is a complex industry embracing many highly specialized fields. The manager of a broadcast station should have considerable knowledge of music, the dramatic arts, literature, public relations, advertising, merchandising, the technical phases of radio, law, news reporting and general business practice. From the foregoing it can easily be recognized that replacement of top flight radio executives is virtually impossible, during the present emergency.

VII

The industry, in recognition of its obligation to supply radio technicians for the armed forces, assisted through its trade organization, The National Association of Broadcasters, is inaugurating training courses. Over 20,000 students have been enrolled in over 800 classes in 46 states. These courses, while intended primarily to train personnel for the military and for essential war production of radio equipment, will produce a certain number of apprentice technicians for radio stations. However, graduates from these thirty-two week courses are in no sense equipped to handle responsible technical jobs in a radio station. At least 6 to 8 months of specialized experience and training in a station

(Continued on page 540)

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before they can be entrusted with even minor responsibilities is needed.

VIII

Prior to the war the Federal Communications Commission required all broadcast stations to have an operator holding a first class radio telephone operator's license on duty at the transmitter at all times. The Commission recognizing the present shortage of licensed operators has modified its Rules under Order No. 91B. This Order permits stations to be operated by a holder of a restricted radio telephone operator's license subject to the supervision and immediate availability in case of emergency of an operator holding the usual first class license. Under no circumstances does the Commission permit stations to be operated by unlicensed persons. Although stations are required by law to have only one first class radio telephone operator available at all times this represents a minimum legal requirement and should not be construed as an indication that it is practical to operate on this minimum basis. Order No. 91B specifically states that in case of a breakdown of the broadcast equipment repairs and adjustments can only be made by a holder of the first class radio telephone operator's license. (At this point in your letter to the Local Draft Board outline in detail the minimum requirements of your station for technicians and the reasons for arriving at this minimum taking into consideration hours of operation, station power and plant arrangement.)

HAVE YOU WRITTEN LETTER FOR ARMY AIR FORCES?

Have you written the letter that the Army Air Forces asked each broadcaster to write? The request is found on page 531 of last week's NAB REPORTS.

If you have not written this letter, we strongly urge you to do so today. Four or five hundred such letters will help get this program in high gear.

Right now a force of extra recruiting personnel is in the field literally scraping the bottom of the barrel for trained and semi-trained radio technicians for immediate enlistment.

In a very few weeks there aren't going to be many available radio technicians left anywhere in the United States.

How Do You Stand?

Will you be able to carry on when the going gets tougher? If there isn't a class in the Fundamentals of Radio in your territory or in your hometown to take care of present and prospective needs, we urge as strongly as we know how that you get busy and arrange for such a course.

On Thursday of this week, Dean Crothers of the Engineering,

Science and Management War Training was queried as to whether there had been any changes for admission to such classes. He said "no." Courses are open to qualified civilians as well as to enlisted reserves. He expressed the opinion, however, that students enrolled should be of military caliber and headed for the military or for industry. That's the latest advice from the U. S. Office of Education.

Schools Originate Proposals for Courses

The application for a course originates in the field with an educational institution not in Washington. Proposals for courses are sent in by properly qualified engineering schools. The place to start negotiations for a course in Fundamentals of Radio is with the Institutional Representative of a university or college having an engineering department or with the Dean of the engineering school or the President if you happen to know either of them. Some few non-engineering schools giving majors in physics, like University of Chicago and University of Buffalo, are likewise eligible for direct contracts with ESMWT. Most classes are given off campus and in cities many miles remote from the sponsoring institution—where sufficient qualified students may be recruited.

Many engineers and technicians at radio stations make good instructors for these classes. They are paid for their work of teaching just as any instructor, after approval by the educators.

In our eagerness to help the country win the war we must have capable technical personnel. Otherwise the industry would fold up and be unable to help any longer.

If women are going to ferry airplanes from factory to the take-off points you can bet your last dollar they're going to be employed as broadcast technicians when they learn how. Courses are open to both men and women and enlisted reserves.

"THIS WAR IS RUN BY RADIO."

NAB BOARD MEETING

A meeting of the NAB Board has been set tentatively for September 24-25 at the Palmer House, Chicago. Developments in the musicians situation will determine whether the meeting will be postponed to October 1-2.

DOROTHY LEWIS TOUR

Mrs. Dorothy Lewis, NAB Director of Listener Activity, leaves New York next week for an extended tour of the nation. In the course of the trip, itinerary of which is printed below, Mrs. Lewis will meet with radio station operators, station directors of women's activities, schools and colleges, with radio councils and with civic groups to organize such councils.

Among the subjects which Mrs. Lewis will discuss and upon which conferences will be held are: "Children in Wartime," "Radio's Major Role in the War," "Layman's Place in American Radio."

Conferences are scheduled in many places where she will visit and the foregoing subjects will be the theme. She will address the Minnesota Federation of Women's Clubs at Mankato, the University of Minnesota Conference on the "Layman's Place in American Radio." She will visit Winnipeg and Vancouver, Canada, under the auspices of the Canadian Broadcasting Corporation and the Canadian Association of Broadcasters. She will also be in attendance at the Chicago Educational Conference.

This will be the third annual tour which Mrs. Lewis has made under the auspices of NAB. As a result of her first tour, the very splendid book, "Broadcasting to the Youth of America," was issued. This has proven very helpful to station operators, radio listeners and school people. The itinerary follows:

September 18, Syracuse; September 19, Cleveland; September 20, Chicago (Quiz Kids—Guest); September 21, Toledo; September 22, Milwaukee; September 23-24, Mankato; September 25, Minneapolis; September 26, Minneapolis (Educational Conference); September 27, to Winnipeg; September 28, Winnipeg; September 29, to Fargo; September 30, Fargo.

October 1-2, Omaha; October 3, Des Moines (luncheon—Educational Conference); October 4, to Kansas City; October 5, Kansas City; October 6, Wichita; October 7, Denver; October 8, Boulder (Educational Conference); October 9, Salt Lake City; October 10, Provo (Educational Conference); October 11, Salt Lake City; October 12, Salt Lake City—Ogden; October 13, Pocatello; October 14, to Missoula; October 15, Missoula; October 16, Spokane; October 17, Seattle (Educational Conference); October 18, to Vancouver, B. C.; October 19, Vancouver, B. C.; October 20, Seattle; October 21-22, Portland (Educational Conference); October 23, Sacramento (dinner conference); October 24, Oakland and Berkeley (Mills College Conference); October 25-26, San Francisco; October 27, Fresno; October 28-29 Los Angeles; October 30, Los Angeles (conference New England Women—West Coast); October 31, Los Angeles.

November 1-5, Los Angeles; November 6, Los Angeles (Educational Conference); November 7, Los Angeles (Tea); November 8, to Phoenix; November 9, Phoenix; November 10-11, to Chicago; November 12-13, Chicago (Chicago Educational Conference); November 14, Davenport, Iowa; November 15-17, Iowa City, Iowa; November 18, Rockford, Illinois; November 19, Peoria, Illinois; November 20, Nashville (Educational Conference); November 21, Louisville; November 22, Washington, D. C.; November 23, New York.

Listener Activities

RADIO SERVES NATIONAL ORGANIZATIONS

The use of radio by national organizations has presented many problems both to network officials and to local station managers. Most of these organizations are staffed by voluntary workers, and, in many cases, without previous radio experience. The result has been a severe problem to radio executives, and unsatisfactory performances to the laymen concerned. It is encouraging to know that a number of such national bodies are streamlining their radio activities in an attempt to do a more effective job. The National Girl Scouts, Incorporated, have done an extraordinary thing in securing from the DuPont Company and its advertising agency, Batten, Barton, Durstine and Osborne, the permission to use the "Cavalcade of America" recordings with the advertising deleted and the Girl Scout propaganda inserted. To date, 130 Councils have rented the series which means that 16% of all the radio stations in the country have signed up. A recent check by letter through the Coordinator of Listener Activities resulted in responses from over 50% of the stations using this program. Below are quotes from some of the letters received.

"I have found that the program series was well received. We naturally tied in with local leaders—mayor, etc.—so that there was a personal, homey touch. Our dramatic director coached the Scouts and local people before making the weekly transcriptions. The girls felt they would prefer transcriptions to a live appearance so that they could hear themselves." (Ed. This is the only case that has come to our attention where the local "live" script was transcribed.)

"We received numerous telephone calls the week following the last broadcast from listeners wanting to know why the show wasn't on. We regret that the series was so limited."

"We found the transcribed series excellent and the local Girl Scout council serviced the program in a commendable fashion. To the best of our knowledge the program was well received by the public—one listener sending in an unsolicited \$25 contribution to the local council."

"Even though we didn't set any new world's records for attracting listeners to these broadcasts, we feel that the whole field of public service broadcasting will benefit if more shows of this type are made available. Too much public service broadcasting is amateurish, and this project looks like a long step toward the solution of that particular program."

"We did not have, nor did we expect, much cooperation from the local Girl Scout organization. Our relations with them are

extremely friendly, but, through no fault of their own, the local organization does not have the least idea of how to make available use of the free service at their disposal through broadcasting. . . . They seem to be afraid to ask us for any cooperation and most of the time do not know what they want. . . . This lack of appreciation of how to use radio is something that needs immediate correction. Our local group is so accustomed to being turned down by our own newspaper that they are very timid about approaching us and we practically have to force our attentions on them."

"I cannot conceive of a more fundamentally sound method to inculcate the finest traditions of American manhood and womanhood into these fine young folks. It is my frank opinion that the very fine, intelligent cooperation given by the Girl Scout organization here to this series, as outlined above, does warrant the time and expense of carrying this program."

"Since you ask for a frank comment concerning the question of the use of radio as a medium for your program, I would certainly suggest that you utilize such shows as the 'Cavalcade of America' and not depend upon local talent. We have done three 'Live' shows for your organizations recently, and with all due respect to the girls, it is only natural that the result is an amateur effort and is undoubtedly listened to only by the proud parents of the participants."

At Davenport, Iowa, WOC accepted the program and the following arrangements were made:

Each of the three councils was responsible for two programs—for incorporating local interest into the live scripts furnished by National, for selecting an important civic person and a Girl Scout representative to deliver these two talks, and for rehearsing and taking charge of the program.

"The following publicity campaign took place preceding and during the broadcasts:

Essay Contest: "Which Broadcast I Like Best and Why." This was announced at the leaders' meeting. Leaders not present were contacted personally by a member of the Cavalcade Committee. A Judging Committee was announced, and the contest divided into three classifications—for Brownies, Intermediates and Seniors. Nine prizes were donated by the department store, all articles from the Girl Scout department, and they were prominently displayed with a sign calling attention to the 'Cavalcade' programs and the contest.

Newspaper Stories and Pictures: Before and during the series. Also a story in the Girl Scout Regional Journal.

Churches: Each church was contacted and the following announcement inserted in their bulletins: 'Girl Scouts, Parents and Friends: Tune in to WOC every Sunday night at eight o'clock from February 15 to March 22 and listen to "Cavalcade of America" broadcasts, an interesting and historical program.'

Spot Announcements: Every sponsor of programs over WOC was contacted relative to granting permission for a little free time for spot announcements, both prior to and during the broadcasts. Each responded graciously and eleven sponsors gave space on his programs, which covered morning, afternoon and evening hours. Each time a differently worded 'boost' was given our 'Cavalcade' program."

Other national organizations will learn much from the experience of the Girl Scouts in this unusual project and should find the comments of radio station managers enlightening.

ORDER 4 MILLION MORE COPIES OF "WHAT CAN I DO"

The speed and aggressiveness with which the broadcasters put into execution of the suggested plan for distributing "What Can I Do" booklets for OCD, increased the original print order by four million. This happened in less than a week's time after the mailing of the folio on August 29.

Entirely new to OCD operation is the speed with which this national campaign was launched and gotten under way by the broadcast industry. Because of the personal attention which broadcasters gave to the matter all delay was eliminated.

Several cities were reported whose local OCD did not know about the campaign. Naturally they got busy the minute the news was brought to them by the stations. For all this "extra" help, OCD is greatly appreciative.

New Haven Plan

In New Haven, Conn., the metropolitan area was divided into six zones. Each day requests for "What Can I Do" booklets, received from listeners, are distributed to the proper zone. Wardens make the delivery in person. They do this in New Haven because booklet delivery enables the wardens to make an additional contact with residents in their immediate communities. The booklets are mailed to all people living outside of the six zone area. This is all according to information received from James T. Milne, manager, WELI, who is also local OCD radio chairman.

Though only 12,000 booklets were on hand at the beginning of the campaign, Sept. 8, Mr. Milne was assured that he would receive as many booklets as he could give away in the metropolitan New Haven area with its 165,000 population.

Out in Logan, Utah, where the Cache County Defense Council is temporarily short of funds, the Council and Reed Bullen, manager, KVNU, decided on using the manpower of the public schools for delivery purposes.

Schools Help

Booklets were placed in the hands of principals of every school in the county. Each child takes one home to his parents and delivers as many others as are needed to cover any families, in their vicinity, without children in school. Teachers are told to impress upon the children the importance of everyone receiving one of the booklets and of reading it from cover to cover.

In order that this might be impressed further upon the minds of all of the people in the station's service area, KVNU is running a heavy campaign, advising parents to get this booklet from their children, etc., and telling why it is important that it be read.

Counties other than Cache, covered by KVNU, are being contacted and arrangements made to assist in this promotion.

A large number of letters have been received from stations which reflect the appreciation of local OCD Councils for the information that as many copies of "What Can I Do" would be available as could be used without waste.

This information reached the councils in cities having broadcast stations without having to be fanned down from the state organization which takes considerable time. Consequently, the industry was able to contribute in another way to the speed-up of distribution.

In only one or two instances has it been reported that local councils are without means for mailing the booklets. If any other stations encounter similar situations notify Arthur Stringer at NAB headquarters.

NEW HIGH IN NAVY RECRUITING

During August, 1942, Navy made a new high in recruiting. The exact figure for the month is confidential but informed broadcasters will get an idea of the number from a statement of Admiral Randall Jacobs, Chief of Naval Personnel. He said that the Navy is now enlisting the equivalent of a peacetime Navy a month.

Lt. Comdr. Dudley A. White, Bureau of Naval Personnel, said that the aggressive part played by the broadcast industry played a prominent part in making the record possible.

COAST GUARD HAS STIFF QUOTA

A folio of Coast Guard announcements for suggested use during September and October will be mailed all stations this week.

This fighting force has a stiff quota to meet which it is confidently expected will be met with the usual assistance given by the industry.

BUY A BOND—\$18.75 UP

Charlie Zurhorst, promotion manager, WOL, Washington, wonders whether it wouldn't be a good idea to intersperse announcements on bonds with an announcement on a single bond.

Most everybody has to start with one bond, says Charlie, so why not say, "Buy a bond tomorrow (today)—\$18.75 up."

NEW WBZ PUBLICITY MANAGER

George W. Slade is the new publicity manager of WBZ-WBZA, Boston and Springfield, according to Cy Young, general manager. He replaces Eugene Stafford who has entered the armed forces.

PACE IS NEW CHIEF ENGINEER AT WFBC

New Chief Engineer at WFBC, Greenville, S. C., is Wilson Pace. He replaces Hubert Brown who has joined the technical staff of WKRC, Cincinnati.

LEE DE FOREST REPLIES

Responding to a telegram of congratulations sent by President Neville Miller (NAB REPORTS, page 520), Lee de Forest has written the following letter:

"I very much appreciate the warm telegram of birthday greetings which you were so thoughtful as to send me.

"I was never in better health and strength than I am now, and judging from the way I feel and work at the present time I may hope to live to see the '69' reverse itself!

"Rest assured that one reason for my present condition is the deep and unending satisfaction which comes to me daily as I realize what radio broadcasting has done, and is continually accomplishing, in the way of aid to the war effort of the United Nations, confident that in the years to come it will prove a most powerful factor in the maintenance of World Peace."

OWI CAMPAIGN

A campaign announced by the Office of War Information designed to inform the American people of the facts of the war effort of the United Nations, originally announced in NAB REPORTS, page 519, has been revised. As a result of the excellent advice given by stations and because of the fact that other campaigns of an important nature are coming up, the number of daily announcements has been cut from 10 to 6.

Some misgivings were had on the part of station managements in cities in which several stations are located, over the effect of 10-a-day announcements on every station. OWI has cut the number of announcements to 6 but urgently requests that every station schedule these 6 announcements daily. The subject was given careful consideration at a conference held in Washington on Tuesday and it was the consensus that the best results can be obtained if all stations will cooperate fully. This they are urged to do.

PER-INQUIRY REQUESTS

The Radio Book Club, 80 Arden St., New York City, Emanuel Demby, Radio Director, is soliciting stations on a P-I deal. Although the publicity states that this is not a pre-inquiry deal in the full sense of the word, it is just that in every sense of the word. It is exactly this kind of deal that the Broadcast Advertising Department has sought to eliminate from radio stations. A letter has been written to Mr. Demby.

The United Advertising Co. is at it again, this time in behalf of the Skrudland Photo Service. In their letter they state that "over 28 radio stations of varying power" are carrying these per-inquiry deals. This is rather disappointing considering the efforts that have been made to eliminate this method of using radio.

RADIO ARTISTS VOLUNTEER

The Office of War Information Wednesday announced that top-flight radio artists of the country had offered their services to the Government in war work under the direction of the OWI.

A three-way plan, under which the talent of these stars will be utilized, was submitted to OWI by Kay Kyser who is forming a "Committee of 25" leading radio performers.

At noon Wednesday acceptances had been received by OWI from Jack Benny, Edgar Bergen, George Burns, Gracie Allen, Nelson Eddy, Clifton Fadiman, Jean Hersholdt, Frank Morgan,

Hal Peary, Lanny Ross and Major Bowes. Others invited by Kyser were Mr. and Mrs. Goodman Ace, Fred Allen, Amos and Andy, Bob Burns, Eddie Cantor, Bing Crosby, Bob Hope, Andre Kostelanetz, Fibber McGee and Molly, Edward G. Robinson, Red Skelton, Kate Smith, Fred Waring, William Abbott and Lou Costello.

The "Committee of 25" will meet for the first time at a series of conferences to be held by OWI with networks and advertising agencies in New York, September 18; Chicago, September 21; and Hollywood, September 24 and 25.

The OWI stated that as the war reaches deeper into American lives there is an increasing need for the government to maintain personal contact with its armed forces, its labor forces, and its home front forces through messages of information and inspiration. The Office is aware, and deeply appreciative, of the individual contributions already made by radio talent, but feels that a united group of performers can effectively aid the OWI in the great job ahead.

Members of the group have already touring Army and Navy camps here and abroad, and performing valuable service through their radio programs by speaking to the country on such important war topics as Salvage, Bonds, Recruiting, Rationing, etc. The OWI stated that the group would also donate much time and effort in personal appearances before war plant workers, carrying to them not only entertainment but information on the progress of the war.

The "Committee of 25" will work in close cooperation with four other committees which have greatly aided the OWI in the effective use of radio for war time information. These four comprise a network committee; a committee of government radio chiefs; the Advertising Council Committee in New York, Chicago and Hollywood; and a committee of leading radio station operators.

FEDERAL COMMUNICATIONS COMMISSION

FCC OPERATOR EXAMINATIONS

Examinations for operators' licenses are held regularly at FCC District Headquarters' Offices throughout the country. Recently, to expedite the granting of new licenses, additional examination points were established. Exact dates on which examinations are to be held at these points have not as yet been determined. Applicants should obtain further information regarding the exact dates by corresponding with the inspector in charge of the district in which an examination point is located.

The additional examination points together with the approximate dates of the next examinations are indicated as follows:

Quarterly:	Commercial	Amateur
Des Moines, Iowa.....	Oct. 9, 1942 Jan. 9, 1943 April 10, 1943	Oct. 10, 1942 Jan. 10, 1943 April 11, 1943
St. Louis, Missouri.....	Nov. 13, 1942 Feb. 13, 1943 May 8, 1943	Nov. 14, 1942 Feb. 14, 1943 May 9, 1943
San Antonio, Texas.....	Nov. 20, 1942 Feb. 20, 1943 May 22, 1943	Nov. 21, 1942 Feb. 21, 1943 May 23, 1943
Oklahoma City, Oklahoma...	Oct. 23, 1942 Jan. 23, 1943 April 24, 1943	Oct. 24, 1942 Jan. 24, 1943 April 25, 1943

Quarterly:

Birmingham, Alabama—Oct. 16, 1942-Jan. 1943-April 1943.
 Charleston, West Va.—Sept. 1942-Dec. 1942-March 1943-June 1943.
 Cincinnati, Ohio—November 1942-February 1943-May 1943.
 Columbus, Ohio—October 1942-January 1943-April 1943.
 Davenport, Iowa—October 1942-January 1943-April 1943.
 Fort Wayne, Indiana—November 1942-February 1943-May 1943.

Fresno, Calif.—September 1942-December 1942-March 1943-June 1943.

Grand Rapids, Mich.—October 1942-January 1943-April 1943.

Huron, So. Dakota—Sept. 1942-December 1942-March 1943-June 1943.

Indianapolis, Ind.—November 1942-February 1943-May 1943.

Little Rock, Ark.—Sept. 15, 1942-Jan. 12, 1943-Apr. 13, 1943-October 5, 1943.

Milwaukee, Wisc.—Oct. 1942-January 1943-April 1943.

Nashville, Tenn.—November 20, 1942-February 20, 1943-May 15, 1943.

Pittsburgh, Pa.—November 1942-February 1943-May 1943.

Schenectady, N. Y.—Sept. 1942-Dec. 1942-March 1943-June 1943.

Syracuse, N. Y.—October 1942-January 1943-April 1943.

Winston Salem, N. C.—Nov. 7, 1942-Feb. 6, 1943-May 1, 1943.

Semi-Annually:

Albuquerque, New Mexico—September 16, 1942-March 21, 1943.

Bangor, Maine—September 18, 1942-March 20, 1943.

Billings, Montana—November 1942-May 1943.

Bismarck, North Dakota—October 1942-April 1943.

Boise, Idaho—October 1942-April 1943.

Butte, Montana—November 1942-May 1943.

Corpus Christi, Texas—December 1942-June 1943.

Cumberland, Maryland—October 14, 1942-April 14, 1943.

Hartford, Conn.—October 14, 1942-April 15, 1943.

Hilo, T. H.—January 25, 1943.

Jacksonville, Fla.—November 21, 1942-May 16, 1943.

Lihue, T. H.—February 8, 1943.

Memphis, Tenn.—February 1943.

Mobile, Alabama—Nov. 17, 1942-May 25, 1943-November 18, 1943.

Omaha, Nebraska—October 1942-April 1943.

Phoenix, Arizona—October 1942-April 1943.

Portland, Maine—September 22, 1942-March 24, 1943.

Reno, Nevada—October 1942-April 1943.

Roanoke, Virginia—October 3, 1942-April 3, 1943.

Salt Lake City, Utah—September 1942-March 1943.

Spokane, Washington—November 1942-May 1943.

Wichita, Kansas—September 18, 1942-March 1943.

Williamsport, Pa.—November 1942-May 1943.

INSURANCE RATES DROP

The Employers Liability Assurance Corporation have reduced the rates for their Broadcasters Liability Insurance policy (NAB REPORTS, November 7, 1941, p. 834). The new rates are as follows:

	Full Cover	Full Cover Except Literary and Dramatic	Full Cover Except Network	Cover Excluding Network and Literary and Dramatic
1st \$25,000	4%	3½%	3%	2½%
Next \$25,000	2½%	2¼%	2%	1¾%
Next \$50,000	2%	1¾%	1½%	1¼%
Over \$100,000	1¼%	1%	¾%	¾%

The above rates are based on 15% participation by the insured in all cases and the minimum amount of insurance which can be written on this type of policy is \$10,000.

The experience on the insurance written during the past year has been satisfactory, it is reported, which resulted in the company's willingness to reduce rates. On a sufficiently larger volume of this business, it is said, it is altogether possible that the rates may be further reduced at some future date.

920 STATIONS

During the month of August, 1942, the Federal Communications Commission granted one permit for the construction of a new station and issued operating license to one station. One operating station and one CP station were deleted. A comparative table by month follows:

	Sept. 1	Oct. 1	Nov. 1	Dec. 1	Jan. 1	Feb. 1	Mar. 1	Apr. 1	May 1	June 1	July 1	Aug. 1	Sept. 1
Operating	859	869	877	882	887	891	893	897	899	906	906	905	905
Construction	53	44	38	37	36	32	31	27	25	18	19	16	15
	912	913	915	919	923	923	924	924	924	924	925	921	920

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, September 14. They are subject to change.

Monday, September 14

WCOP—Massachusetts Broadcasting Corp., Boston, Mass.—C. P., 1150 kc., 1 KW, DA-night, unlimited.

Wednesday, September 16

KKKX—First National Television, Inc., Kansas City, Mo.—Renewal of license, 1590 kc., 1 KW, unlimited.

Thursday, September 17

WORK—York Broadcasting Co., York, Pa.—Modification of C. P., 1350 kc., 1 KW, DA-night, unlimited.

Friday, September 18

NEW—WCAU Broadcasting Co., Philadelphia, Pa.—C. P., 84000 to 90000 kc., ESR-1128, unlimited.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

- KICD—Fred A. Gefke (Transferor), L. W. Andrews (Transferee), Iowa Great Lakes Broadcasting Co. (Permittee), Spencer, Iowa.—Granted consent (B4-TC-307) to the acquisition of control over Iowa Great Lakes Broadcasting Company by Lawrence W. Andrews, by purchase of 140 shares of the unissued common stock and 120 shares of the unissued preferred stock of the licensee, for a consideration of \$3,500 for the common and \$3,000 for the preferred stock.
- Columbia Broadcasting System, Inc., New York City.—Granted extension of authority under Sec. 325(b) of the Act to transmit programs to Stations CKAC, Montreal, Canada, CFRB, Toronto, and other stations under the control of the Canadian Broadcasting Corp. (B1-FP-102).
- National Broadcasting Co., Inc., New York City.—Granted extension of authority under Sec. 325(b) of the Act to transmit programs to Canadian radio stations CFCF and CBL, and to such other stations in Canada as the Canadian Broadcasting Corp. desires (B1-FP-105).
- National Broadcasting Co., Inc., New York City.—Granted extension of authority under Sec. 325(b) of the Act, to transmit recorded programs to all broadcast stations in Canada licensed to operate by the Canadian government which may be heard consistently in the United States (B1-FP-104).
- WRNL—Richmond Radio Corp., Richmond, Va.—Granted construction permit (B2-P-3505) to make changes in directional antenna for nighttime use.

HEARINGS DESIGNATED

- KWG—McClatchy Broadcasting Co., Stockton, Cal.—Designated for hearing application to make changes in transmitter and antenna and increase power from 100 to 250 watts (B5-P-3498).
- KROY—Royal Miller, Sacramento, Calif.—Designated for hearing application for construction permit (B5-P-3497) to install a new transmitter and increase power from 100 to 250 watts.

LICENSE RENEWALS

The following stations were granted renewals for the period ending June 1, 1943:

WAIR, Winston-Salem, N. C.; WDMJ, Marquette, Mich.; WGH, Newport News, Va.; WGTN, Wilson, N. C.; WJPR, Greenville, Miss.; WLBC, South of Muncie, Ind.; WLAV, Grand Rapids, Mich.; WNBH, New Bedford, Mass.; WRAW, Reading, Pa.; WSTV, Steubenville, Ohio.

The following stations were granted renewals for the period ending October 1, 1944, on a regular basis:

KYA and auxiliary, San Francisco; WHBF, Rock Island, Ill.; WISH, Indianapolis, Ind.; WOOD, Grand Rapids, Mich.; WWNY, Watertown, N. Y.; WXYZ and auxiliary, Detroit, Mich.

The following stations were granted renewal of licenses on a regular basis for the period ending February 1, 1943:

KWG, Stockton, Calif.; KWNQ, Winona, Minn.; WAIM, Anderson, S. C.; WBHP, Huntsville, Ala.; WCED, DuBois, Pa.; WCLO, Janesville, Wisc.; WCOL, Columbus, Ohio; WENY, Elmira, N. Y.; WITH, Baltimore, Md.; WKBO, Harrisburg, Pa.; WMOB, Mobile, Ala.; WSAM, Saginaw, Mich.

The following stations were granted renewals on a regular basis for the period ending April 1, 1943:

WBL, Richmond, Va.; WEBQ, Harrisburg, Ill.; WHIZ, Zanesville, Ohio; WLOK, Lima, Ohio, and WSBC, Chicago, Ill.

MISCELLANEOUS

- WHKY—Catawba Valley Broadcasting Co., Inc., Hickory, N. C.—Granted modification of construction permit which authorized installation of new transmitter and directional antenna for night use, increase power, change frequency, and move transmitter, for extension of completion date from September 6 to November 5, 1942 (B3-MP-1623).
- KHSL—Golden Empire Broadcasting Co., Chico, Calif.—Granted modification of construction permit, as modified, which authorized installation of directional antenna for day and night use, and increase in power, for extension of completion date from September 16 to October 16, 1942 (B5-MP-1630).
- WAGA—Liberty Broadcasting Corp., Atlanta, Ga.—Granted modification of construction permit, as modified, which authorized change in frequency, increase power, directional antenna for night use, new transmitter, and move of transmitter, for extension of commencement and completion dates from March 21, 1942, and September 17, 1942, to September 17, 1942, and March 17, 1943, respectively (B3-MP-1625).
- KGDM—E. F. Pfeffer, Stockton, Calif.—Granted modification of construction permit, as modified, which authorized change in frequency, increase in power, change hours of operation, install directional antenna for night use, and new transmitter, for extension of completion date from September 20, 1942, to October 20, 1942 (B5-MP-1629).
- WLAY—Muscle Shoals Broadcasting Corp., Muscle Shoals City, Ala.—Granted authority to determine operating power by direct measurement of antenna power (B3-Z-1430).
- WALL—Community Broadcasting Corp., Middletown, N. Y.—Granted license to cover construction permit for new station (B1-L-1695); granted authority to determine operating power by direct measurement of antenna power (B1-Z-1425).
- KTRH—KTRH Broadcasting Co., Houston, Tex.—Granted license to cover construction permit as modified, which authorized installation of directional antenna for night use, and increase in power (B3-L-1699); also granted authority to determine operating power by direct measurement of antenna power (B3-Z-1427).
- WSYB—Philip Weiss, trading as Philip Weiss Music Co., Rutland, Vt.—Granted license to cover construction permit, as modified, for change in frequency, increase in power, installation of new transmitter and directional antenna for night use (B1-L-1696); granted authority to determine operating power by direct measurement of antenna power (B1-Z-1426).
- WGNV—WGNV Broadcasting Co., Inc., Newburg, New York.—Denied special service authorization (B1-SSA-44) to operate unlimited time, using power of 1 KW.

WJZM—Roland Hughes, Clarksville, Tenn.—Denied request for permission "to cooperate with the local police department in transmitting police messages intended for officers located in patrol cars over the city", and advised that, should the city officials desire to pursue this matter further with a view to establishing a police communications system as such, they get in touch with the Commission.

WORK—York Broadcasting Co., York, Pa.—Granted motion to continue hearing to November 16 on application for modification of construction permit, now scheduled for September 17.

KDNT—Harwell V. Shepard, Denton, Texas.—Granted petition for leave to amend application for construction permit to request frequency 1400 kc., and 100 watts power, on condition that amendment is filed within 45 days.

KHQ—Louis Wasmer, Inc., Spokane, Wash.—Withdrew petition for order to take deposition and motion to continue hearing in re application for construction permit.

WINK—Mid-America Broadcasting Corp., Louisville, Ky.—Granted petition for acceptance of appearance filed August 24, in re application for modification of construction permit.

WMIS—Natchez Broadcasting Co., Natchez, Miss.—Granted petition to accept appearance in re application for renewal of license.

WGRN—P. K. Ewing, Greenwood, Miss.—Granted petition to accept appearance in re application for renewal of license.

APPLICATIONS FILED AT FCC

580 Kilocycles

WIAC—En rique Abarca Sanfeliz, Hato Rey, P. R.—Modification of license to change location of main studio from 13 Comercios St., San Juan, Puerto Rico to Stop 29, Ordenez St., Hato Rey, P. R.

600 Kilocycles

WCAO—The Monumental Radio Co., Baltimore, Md.—Modification of construction permit (B1-P-3024 as modified), which authorized increase in power, move of transmitter, installation of new transmitter and directional antenna for day and night use, for extension of completion date from 9-8-42 to 10-8-42.

700 Kilocycles

WLW—The Crosley Corp., Cincinnati, Ohio.—Construction permit to increase power from 50 KW to 650 KW, make changes in transmitter of W8XO for use by WLW and install directional antenna for night use. Amended: to request modification of license instead of construction permit to operate with power of 50 KW night and 500 KW daytime, using the transmitter licensed to W8XO.

900 Kilocycles

WSBA—Susquehanna Broadcasting Co., York, Pa.—License to cover construction permit (B2-P-3314 as modified), which authorized construction of new standard broadcast station.

WSBA—Susquehanna Broadcasting Co., York, Pa.—Authority to determine operating power by direct measurement of antenna power.

990 Kilocycles

WNOX—Scripps-Howard Radio, Inc., Knoxville, Tenn.—License to cover construction permit (B3-P-2839 as modified), for increase in power, changes in equipment and directional antenna for night use.

WNOX—Scripps-Howard Radio, Inc., Knoxville, Tenn.—Authority to determine operating power by direct measurement of antenna power.

1110 Kilocycles

KPAS—Pacific Coast Broadcasting Co., Pasadena, Calif.—Modification of construction permit (B5-P-3261 as modified), which authorized construction of new standard broadcast station for approval of directional antenna for day and night use as now adjusted and extension of commencement and completion dates.

1150 Kilocycles

WDEL—WDEL, Inc., Wilmington, Del.—Modification of construction permit (B1-P-2758 as modified), which authorized increase in power, installation of new transmitter and directional antenna for day and night use for extension of completion date from 9-19-42 to 10-17-42.

1230 Kilocycles

NEW—Raymond C. Hammett, Talladega, Ala.—Construction permit for new standard broadcast station to be operated on 1230 kc., 250 watts, unlimited time. Amended: re change in type of transmitting equipment.

1300 Kilocycles

WOOD—King-Trendle Broadcasting Corp., Grand Rapids, Mich.—Modification of construction permit (B2-P-2874 as modified), which authorized increase in power, installation of new transmitter and directional antenna for night use and move transmitter and studio requesting extension of completion date from 9-23-42 to 11-23-42.

1380 Kilocycles

KIDO—Frank L. Hill and C. G. Phillips, d/b as Boise Broadcast Station, Boise, Idaho.—Voluntary assignment of license from Frank L. Hill as surviving co-partner of Hill and Phillips, co-partners, and Georgia Phillips, Executrix of estate of C. G. Phillips, deceased, to Georgia Phillips, d/b as Boise Broadcast Station.

1450 Kilocycles

KEUB—Eastern Utah Broadcasting Co., Price, Utah.—Authority to install automatic frequency control equipment.

KORE—Frank L. Hill & C. G. Phillips, d/b as Eugene Broadcast Station, Eugene, Oregon.—Voluntary assignment of license from Frank L. Hill, as surviving co-partner of Hill and Phillips, co-partners, and Georgia Phillips, Executrix of estate of C. G. Phillips, deceased, to Frank L. Hill and Violet Hill, co-partners, d/b as Eugene Broadcast Station.

1480 Kilocycles

KG CX—E. E. Krebsbach, Sidney, Mont.—License to cover construction permit (B5-P-3476), which authorized move of transmitter and studio and antenna changes.

KG CX—E. E. Krebsbach, Sidney, Mont.—Authority to determine operating power by direct measurement of antenna power.

1490 Kilocycles

WRGA—Rome Broadcasting Corp., Rome, Ga.—License to cover construction permit (B3-P-3478) for move of transmitter and changes in antenna system.

1510 Kilocycles

WLAC—J. T. Ward, trading as WLAC Broadcasting Service, Nashville, Tenn.—License to cover construction permit, which authorized increase in power, installation of new transmitter and directional antenna for night use and move of transmitter (B3-P-1250 as modified).

WLAC—J. T. Ward, trading as WLAC Broadcasting Service, Nashville, Tenn.—Authority to determine operating power by direct measurement of antenna power.

FM APPLICATIONS

W71SB—South Bend Tribune, South Bend, Ind.—License to cover construction permit (B4-PH-54 as modified), which authorized construction of new high frequency broadcast station, in part in accordance with Commission action of 8-4-42.

W59C—WGN, Inc., Chicago, Ill.—License to cover construction permit (B4-PH-7), which authorized construction of new high frequency broadcast station, in part in accordance with Commission action of 8-4-42.

TELEVISION APPLICATION

WPTZ—Philco Radio and Television Corp., Philadelphia, Pa.—Modification of construction permit (B2-PCT-4 as modified), which authorized construction of new commercial television broadcast station requesting extension of completion date from 10-1-42 to 12-1-42.

MISCELLANEOUS APPLICATIONS

W6XDU—Don Lee Broadcasting System, Los Angeles, Calif.—Modification of construction permit (B5-PVB-83 as modified), which authorized addition of aural equipment using special emission for extension of completion date from 9-1-42 to 12-1-42.

W4XGG—Gordon Gray, Winston-Salem, N. C.—License to cover construction permit (B3-PST-6), which authorized construction of new ST broadcast station.

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.

Arco Case Co., 15 East 40th St., New York, engaged in the sale and distribution of traveling bags, brief cases, trunks, and other merchandise, is charged in a complaint with misrepresentation. (4831)

Fratelli Branca & Company, Inc., 12-14 Desbrosses St., New York, engaged in the sale and distribution of a medicinal preparation designated "Fernet-Branca" is charged in a complaint with false advertising and misrepresentation. The complaint charges that in newspaper and periodical advertising, by radio continuities and other advertising means the respondent has represented that its preparation is a cure or remedy for stomach disorders, indigestion, headaches, insomnia, and other ailments; that it gives the body resistance to the inelmeney of the weather; regulates the bodily functions and aids in digestion, and that its use will promote, maintain and improve health generally. (4828)

Vocational Placement Bureau, et al.—Use of a facsimile signature so prepared as to resemble the signature of Henry Morgenthau, Secretary of the Treasury, on collection agency cards which are mailed from a Washington address, is charged in a complaint issued against two Ohio distributors of such cards and their Washington, D. C., intermediary. The respondents named in the complaint are Andrew J. Lytle and Richard Carl Lytle, trading as Vocational Placement Bureau, Debtors Finance Bureau and Bureau of Records of Employment, Everett Building, Akron, Ohio, and William Edgar Spieer, 302 Bond Building, Washington. (4829)

Wisconsin DeLuxe Doll & Dress Co., trading as Wisconsin DeLuxe Corporation, 1902 North Third St., Milwaukee, engaged in the sale and distribution of blankets, clocks, electric fixtures and other merchandise, is charged in a complaint with the use of lottery methods. (4830)

STIPULATIONS

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

S. C. S. Chemical Co., 2617 South Crawford Ave., Chicago, engaged in selling medicinal preparations designated "S. C. S. Corn Salve" and "S. C. S. Athlete's Foot Salve," stipulated to cease and desist from representing that the corn salve is a remedy or cure for

corns or will enable one to get rid of them or that it is a remedy or cure for callouses or warts; that the foot salve will cure athlete's foot or ringworm or that it is effective in the treatment of those conditions unless limited to such cases as are not "deep-seated"; or that the foot salve is effective in the treatment of eczema. (03043)

Chesebrough Manufacturing Co., Consolidated, 17 State St., New York, engaged in selling Vaseline Hair Tonic, and McCann-Erickson, Inc., 50 Rockefeller Plaza, New York, an advertising agency which disseminated advertisements of the product, have stipulated to discontinue representing that Vaseline Hair Tonic prevents or tends to prevent the recurrence of dandruff scales or that it affects the cause of dry scalp or goes to the root of dry scalp trouble. (03040)

Collins Piano Co., Greenville, Tex., maintaining sales offices in other cities, including one at Texarkana, Tex., and engaged in the sale and distribution of new and used pianos, has stipulated to cease representing that it has or is offering for sale at any particular place any used or repossessed piano or other product of which a balance is represented to be due unless such representations are true. (3524)

Evergreen Hatchery, Lynden, Wash., engaged in the sale and distribution of chicks, stipulated to cease and desist from representing by use of the words "Member . . . Washington State Poultry Improvement Association," or in any other manner, that he is a member or that his hatchery is under the supervision of the Washington State Poultry Improvement Association. (3522)

Feather Mills, 1014 Thomas St., Seattle, Wash., engaged in the manufacture and sale of pillows under various brand names, has stipulated to cease and desist from use on labels of the term "Grey Goose Down" as descriptive of pillows not wholly filled with down, and from use of the word "down" either alone or with the word "goose" so as to convey the belief that the pillows are wholly filled with down or that they do not contain any material other than down. He also stipulates that he will cease representing that his pillows contain a designated amount of down, when actually the down content is less than that indicated. (3523)

Liberty Broadcasting Corp., operating Radio Station WAGA, Atlanta, Ga., engaged in selling the use of its radio transmittal facilities and power, stipulated to cease representing that WAGA has more listeners in Atlanta than any other radio station or that, when operating as authorized in its construction permit, it can be heard without interference over the entire State of Georgia; or misrepresenting through exaggeration the number of prospective purchasers who listen to the station. (03047)

Perfection Foods Co., trading as Standard Kennel Food Co., Battle Creek, Mich., engaged in selling dry dog food preparations designated "Standard Kibbled Biscuit," "Standard Whole Biscuit," "Standard Puppy Meal," "Standard Dog Food" and "Standard Cubes," and A. F. Dando, trading as Strand Agency, Battle Creek, Mich., conducting an advertising agency which disseminated advertisements for the products on behalf of Standard Kennel Food Co., stipulated to cease and desist from using the terms "meat" or "meat cereal" or any other terms of similar import or meaning to designate or describe dehydrated meat meal or any product which is not meat in fact. (03045)

Pixacol Co., P. O. Box 3583, Cleveland, Ohio, engaged in the sale of a medicinal preparation designated "Pixacol," stipulated to cease and desist from representing that the product constitutes a cure for psoriasis and also that he will cease disseminating any advertisements which fail to reveal that the preparation may irritate the skin, particularly if applied with rubbing; that one should avoid getting it into the eyes or on mucous membranes, and that it should in no case be applied to large areas of the body, provided, however, that such advertisements need only contain the statement: "Caution Use only as Directed," when the directions for use on the labeling contain a caution or warning to the same effect. (03041)

Price Candy Co., 2 West 39th St., Kansas City, Mo., engaged in selling "Health Candy," stipulated to desist from representing that the product is less fattening than ordinary candies; that it will not cause fat to be stored in the body, or that its sweetening ingredient is composed entirely of dextrose. The Price Candy Co. further agrees to cease representing by use of the word "Health" in the designation of its product, or otherwise, that the product will have a significant effect upon the health of users. (03044)

Tardif Domestic Peat Sales Co., Waukesha, Wis., engaged in mining, preparing and distributing peat obtained from peat bogs at Delafield, Wis., has stipulated to desist from use of the words "Peat Moss" as descriptive of its product and from the use of the words "Peat Moss" in any way so as to convey the belief to purchasers that the product is moss peat, a product consisting chiefly of the decomposed stems and leaves derived from species of Sphagnum mosses. (3525)

T-Lax Products Co., Birmingham, Ala., engaged in selling a drug designated "T-Lax," stipulated to cease representing that T-Lax can be relied upon to attain or maintain good health; that it is effective in the treatment of stomach, liver or kidney troubles or of indigestion, biliousness, or similar ailments; that it aids digestion; that it will act as a laxative or have any effect upon the liver or act as a diuretic or aid to the kidneys; that it will remove the poisonous accumulation from the blood stream, or that it is different from all other products offered for the same purpose. (03046)

CEASE AND DESIST ORDERS

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

Capitol Paint & Varnish Works, Inc., 1346 West Concord St., Chicago, engaged in the manufacture and sale of paints and varnishes, has been ordered to cease and desist from certain misrepresentations concerning its products. (4536)

Giroux Company, Inc., 401 West 13th St., New York, manufacturer and distributor of a table sauce, has been ordered to cease and desist from misrepresentation concerning its product. (4731)

Merit Health Appliance Co., 707 South Hill St., Los Angeles, engaged in the sale and distribution of a therapeutic device designated "Merit Short Wave Diathermy," have been ordered to cease and desist from false advertising and misrepresentation of their product. (4543)

Teeterbabe Company of Colorado, 4714 Clay St., Denver, Colo., engaged in the sale and distribution of electric irons, electric toasters, cameras, and other merchandise, has been ordered to cease and desist from use of lottery methods in the sale of his products. The Commission finds that the respondent distributed sales literature, including letters of instruction, and pull cards as part of sales equipment. (3709)