



1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 12, No. 2, January 14, 1944

SCHEDULE OF DISTRICT MEETINGS

| <i>District</i> | <i>City</i> | <i>Place</i> | <i>Day</i> | <i>Date</i> |
|-----------------|---------------------|--------------------|--------------------|----------------|
| 8 | Indianapolis, Ind. | Columbia Club | Tuesday | February 1 |
| 10 | Omaha, Nebraska | Hotel Fontenelle | Friday-Saturday | February 4-5 |
| 14 | Denver, Colorado | Cosmopolitan Hotel | Monday-Tuesday | February 7-8 |
| 16 | Los Angeles, Calif. | (to be announced) | Friday | February 11 |
| 13 | Dallas, Texas | Baker Hotel | Thursday | February 17 |
| 12 | Tulsa, Oklahoma | (to be announced) | Monday | February 21 |
| 6 | Memphis, Tenn. | Peabody Hotel | Thursday-Friday | February 24-25 |
| 3 | Pittsburgh, Pa. | (to be announced) | Monday-Tuesday | February 28-29 |
| 2 | (not yet decided) | (to be announced) | Wednesday-Thursday | March 1-2 |

DISTRICT MEETINGS SET

Above is a table showing the schedule of the District Meetings to be held next month. Particular attention is called to the fact that the 12th District Meeting, originally scheduled for Topeka, Kansas, has been changed and will be held at Tulsa, Oklahoma. The change was made necessary by reason of inability to secure accommodations in Topeka for the day when the meeting is to be held. In all of the even numbered districts indicated in the above schedule, the election of a director for the two-year term beginning with the annual membership meeting, will be held. The tentative agenda for all of the meetings will be prepared by the various Directors in the course of the next week.

FCC CLOSES NEWSPAPER CASE

The Federal Communications Commission Thursday unanimously adopted and authorized the issuance of the following public notice:

The Commission has closed the record and dismissed the proceeding instituted pursuant to Orders 79 and 79A relating to newspaper ownership of radio stations.

The Commission has concluded, in the light of the record in this proceeding and of the grave legal and policy questions involved, not to adopt any general rule with respect to newspaper ownership of radio stations.

A summary of the evidence in the proceeding is being forwarded to the appropriate committees of the Senate and House of Representatives in order to inform them of the facts developed by the investigation and for any consideration which they may desire to give the matter.

Aside from the specific question of common ownership of newspapers and radio stations, the Commission recognizes the serious problem involved in the broader field of the control of the media of mass communications and the importance of avoiding monopoly of the avenues of communicating fact and opinion to the public. All the

Commissioners agree to the general principle that diversification of control of such media is desirable. The Commission does not desire to discourage legally qualified persons from applying for licenses, but does desire to encourage the maximum number of qualified persons to enter the field of mass communications, and to permit them to use all modern inventions and improvements in the art to insure good public service.

In the processing of individual applications for licenses, the Commission will inquire into and in its decisions give expression to "public interest" considerations. The Commission does not feel that it should deny a license merely because the applicant is engaged or interested in a particular type of business. However, it does not intend in granting licenses in the public interest to permit concentration of control in the hands of the few to the exclusion of the many who may be equally well qualified to render such public service as is required of a licensee.

JETT NOMINATED TO FCC

Lieut. Ewell K. Jett (USN Retired) who has been Chief Engineer of the FCC since Jan. 1, 1938, on Wednesday was nominated a member of the Commission to take the position left vacant when Geo. Henry Payne's term expired on June 30th, 1943.

Lieut. Jett was born in Baltimore, and entered the U. S. Naval Service in June, 1911. Prior to the World War he served as a telegraph operator and as a radioman on board the battleships UTAH and MICHIGAN and the Destroyer PARKER. From 1914 to 1916 he was assigned to the Arlington Radio Station and the Navy's first radio remote control station in the State, War and Navy Building, Washington, D. C.

From 1917 to 1919 he was Radio Officer on board Vice Admiral Gleaves' flagship SEATTLE of the Cruiser and Transport Force, and Radio Officer of the battleship GEORGIA.

(Continued on page 8)



THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W.

WASHINGTON

Phone NAtional 2080

Neville Miller, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

JETT NOMINATED TO FCC

(Continued from page 7)

Permanently commissioned an ensign in the Navy in 1919, he served as Radio Officer and Officer-in-Charge of the Navy Department Transatlantic Radio Control Station until 1922. During a part of this time all transatlantic communication traffic, both government and commercial, was handled through the Transatlantic Control Station utilizing the transmitters of Arlington, Annapolis, Navy Yard Washington, Tuckerton, N. J., New Brunswick, N. J., and Sayville, N. Y.

In 1922 Lieut. Jett became Radio Officer of the battleship TEXAS of the Pacific Battle Fleet; and from 1923 to 1926 was aide on the staff of Admirals Chase and Marvell and Radio Officer of the Fleet Base Force.

After completing four years of sea duty he was again transferred to the Navy Department in Washington where he served under the Director of Naval Communications as Officer-in-Charge of the Registered Publication Section, and as Assistant Navy Department Communication Officer and Officer-in-Charge, Radio Central.

In 1929 Lieut. Jett was loaned to the Engineering Department of the Federal Radio Commission and later, upon being retired from the Navy, was appointed a senior radio engineer in direct charge of the Commission's engineering work concerning radio services other than broadcasting. He was named Assistant Chief Engineer in 1931.

Lieut. Jett was a member of the American Delegation to the North and Central American Radio Conference, Mexico City, 1933; North American Regional Radio Conference, Havana, March, 1937; the International Radio Consulting Committee (C.C.I.R.), Bucharest, May-June, 1937; and the Inter-American Radio Conference of the same year at Havana, Cuba. In August, 1937, he represented the Commission at the Governors' Conference in Juneau, Alaska. President Roosevelt named him a delegate to the International Telecommunications Conference which convened at Cairo, Egypt, on February 1, 1938. Lieut. Jett was Chairman of the Washington Section of the Institute of Radio Engineers in 1935. His home is in Chevy Chase, Maryland.

DIRECTOR OF BROADCAST ADVERTISING ADDRESSES GET-TOGETHER LUNCHEON AT NRDGA ANNUAL CONVENTION

At the invitation of the Sales Promotion Division, Lewis H. Avery, NAB Director of Broadcast Advertising, addressed the "Get-together" Luncheon, held at the Hotel Pennsylvania in New York on Tuesday, January 11, 1944, in connection with the Annual Convention of the National Retail Dry Goods Association. More than 200 sales promotion and other department store executives were present.

An abbreviated text of the talk delivered by Avery follows:

Some of you will recall that the latest of a series of panel discussions on the use of broadcast advertising by department stores and other large retailers was held at the Annual Convention of the National Association of Broadcasters in Cleveland, Ohio, in May, 1942. What started out to be an amicable exchange of ideas and information unfortunately developed into a vituperative debate. Perhaps the climax was reached when a radio station executive announced as his considered conclusion that broadcasters were too dumb to sell you the medium and you were too dumb to use it.

I have long wanted to apologize for my colleague's unfortunate and unwarranted remark. While it is true that broadcasters as a whole have failed to sell you on the advantages and use of broadcast advertising, it is equally true that your failure to buy is still largely our fault. For you have constantly encouraged us to tell you how and why broadcasting could serve you.

More recently, your Board of Directors unanimously endorsed the study then about to be undertaken by the Retail Promotion Committee under the direction of Paul W. Morency of WTIC. When that study reached culmination in the oral and visual presentation, "Air Force and the Retailer," you attended the showing from coast to coast in substantial numbers. To digress momentarily, 23,000 retailers in 111 cities have witnessed this presentation.

For your encouragement of the project and for your attendance at the presentations, I want to express the sincere thanks of the broadcasting industry.

Last summer, in the course of working on the Retail Promotion Plan, an opportunity befell me that has probably been afforded few others in radio or retailing. On my desk at the Columbia University Office of Radio Research were two piles of papers. On the left were the answers to the NRDGA questionnaire on your use of radio. On the right were letters written by radio station executives on their experiences with your radio advertising. It was an unusually revealing experience because neither you nor the broadcasters knew that your opinions would be compared.

Believe me, there was humor and pathos, even tragedy, in the comparisons of the answers and the letters on the same experiences. But, more important, with the aid and advice of Sheldon R. Coons, counsel to the Committee, and Dr. Paul Lazarsfeld, head of the Office of Radio Research, and his able assistants, we were able to compare 174 experiences with broadcast advertising which both radio station and retailer agreed were successful.

During the course of the quantitative and qualitative analyses, certain patterns established themselves; certain factors were present in practically every successful use of broadcast advertising by retailers.

The first and foremost considerations are: *what to promote and to whom to promote it*. The importance of this approach to the use of broadcast advertising can not be over-emphasized. How well you analyze what you have to sell and to whom you want to sell it are unquestionably the major factors.

The experiences of both retailers and radio stations also stress a consistent thread: *shape the program to fit the audience you want to reach*. It is not enough, they point out, to put on a program type that, according to the national surveys, most people like. It must be a program that is *liked by the particular group the retailer wants to reach*.

The studies clearly revealed that such pre-selection of the audience is proving profitable. For example:

"The new program . . . 'Blind Date Time,' designed to appeal to government girls, was deliberately planned for after-working hours. . . . A number of customers that have gone into the store as a result of this program were the younger crowd, the very people this program was designed to reach. A certain number of housewives also responded, but this was considered a plus audience."

In addition to the need for shaping the program to meet the interests of the audience desired, the study pointed to the necessity of selecting a program in keeping with the general atmosphere of the store, and of building

through the program a kind of store "personality." For example:

"The possibility for success lies in the development of programs designed specifically for the store and the association therewith of local personalities. . . ."

You may be amazed to learn that the studies revealed that the *nature of the program alone* does not account for the success of retail broadcast advertising. The experience of retailers and radio stations indicates that nearly any program, within certain broad limits, will prove successful for the retailer, provided: (1) it is broadcast at a time when the people he wants to reach can listen; (2) there is nothing obnoxious to that group about it, and (3) most important of all, it is *broadcast sufficiently often* to keep the retailer's name constantly before his customers and prospective customers. Let me give you a brief analysis of the frequency of broadcast of successful retail users of radio advertising, based on 174 cases:

| Frequency of Broadcasts | Number | Per Cent |
|--|--------|----------|
| One program daily..... | 72 | |
| One program daily, plus announcements daily and/or a weekly program | 25 | 97 55.8 |
| Two programs daily..... | 24 | |
| Two programs daily, plus announcements daily and/or a weekly program | 10 | 34 19.6 |
| Several announcements daily..... | 23 | 13.2 |
| More than two programs daily (some with daily announcements as well) | 16 | 9.1 |
| Less than one program daily..... | 4 | 2.3 |

In other words, a majority of successful retail users of broadcast advertising have programs rather than only announcements; 85.4% (more than five out of every six) use one or more programs per day; and 28.7% broadcast two or more programs per day.

Judging by the reports of retailers and radio stations, it is better to broadcast two or three inexpensive programs per day than one expensive one, and it is better to supplement the program with announcements throughout the day than it is to let the program stand by itself.

In fact, the importance of over-all coverage is the most common point made by those reporting. For example:

"Potential department store customers include, of course, practically everyone. The store's present program pattern reaches shoppers, housewives, sports fans, noontime news listeners and children, but we do not feel that our radio radius has been completely covered. We are still working on possibilities for an evening show which will appeal to the whole family. Such a show would round out our program pattern to include a general audience group as well as several separate groups."

"The housewife is reached through the shopper's program; the juvenile is reached through the popular music on the noon program, and others are reached through the newscasts. *The placement of the programs enables the store's message to be heard by a wide variety of listeners.* We do not believe that the copy played an important part in this situation. We believe that the variety of programs and their strategic placement, plus sound common sense on the part of the promotion manager, have brought satisfactory results.

"The women's program . . . consists of general information on rationing, conservation, fashions, music, interviews, etc. . . . The children's program is the transcription "Air Adventures of Jimmie Allen." . . . The five-minute news program is on the air Monday through Friday at 8:15 P.M. The value of this *complete, well-rounded program* has been well demonstrated over the past year. . . . Through their combination of programs and announcements they have day-long coverage, specific and general appeal, prestige and direct selling. The (store) considers this an almost ideal plan for a retail store."

As may be logically concluded from the emphasis on fre-

quency of broadcasts, neither retailers nor radio stations favor any one time of day *over any other* for retail advertising. As one of them pointed out, the customers of a department store are made up of all kinds of people, and any kind of program, broadcast at any time of day, is bound to appeal to some customers. *The problem is how to appeal to the greatest number of specified customers or prospective customers.*

Some retailers, such as those whose comments have been quoted, cover the whole range of actual and potential customers by broadcasting several kinds of programs designed and broadcast at a time to appeal to particular groups. Other retailers select the housewife as their major customer and design programs especially for her.

Let me tell you the distribution of program types used in successful retail broadcasts, as reported by retailers and radio stations:

| Program Types | Per Cent |
|---|----------|
| Newscasts and Commentators..... | 35.5 |
| Music (of various types)..... | 18.4 |
| Women's Programs | 16.1 |
| Announcements only | 10.6 |
| Sports Programs | 4.2 |
| Children's Programs | 3.7 |
| Participating Programs (usually music and news) | 2.8 |
| Dramatic Programs | 1.3 |

Certain definite conclusions can be drawn from this objective study of the attitude of retailers and radio stations toward programs that are *known to be successful*.

1. Neither program content nor talent are crucial factors in determining the success of a retail radio program.
2. An inexpensive program, if it adheres to certain basic principles, may be more effective than the most elaborate production.
3. Cooperation, imagination and patience are the prime ingredients in a successful radio program for retailers or any other broadcast advertisers.

How can you apply your talents to the use of broadcast advertising? As many of you know, perhaps the most important part of the Retail Promotion Plan is a series of booklets, available to each of you with the compliments of the broadcasting industry. These are as specific and concrete as we could make them. They are designed to help you today with your immediate pressing problems.

For years, retail advertising in other media has set the pace for all advertising in those fields. The advertising executives in department stores and other leading retail establishments have introduced, developed and applied many of the new ideas in the use of graphic media. The same creative thinking—the same pioneering—in the field of radio will produce equal or even greater results. For no other medium employs the colorful, persuasive human voice, supported and supplemented by all forms and manner of sounds.

Here is a challenge to the creative imagination of you leaders in retail advertising. Here, too, is an opportunity for more downright pleasure in advertising than almost any other field affords.

COMMITTEES MEET

On Monday, January 10, the NAB Board's Sub-committee on Finance met in New York to pass on the 1944 budget. Present were J. O. Maland, WHO, Chairman, and Roy Thompson, WFBG. Neville Miller, President, and C. E. Arney, Jr., Secretary-treasurer, met with the committee.

On Tuesday and Wednesday, the 11th and 12th, the Program Directors Executive Committee Meeting was held also in New York. A complete report of this meeting is given elsewhere.

The Board's Sub-committees on Convention Site and Convention Program are meeting in Chicago today (January 14). These committees will determine when and

where the 1944 Victory War Conference is to be held. The membership of the committees is as follows:

Ed Yocum, KGHL
John J. Gillin, Jr., WOW
Nathan Lord, WAVE
Kolin Hager, WGY
Harry R. Spence, KXRO
Herbert Hollister, KANS

Neville Miller and C. E. Arney will meet with the committees.

PROGRAM MANAGERS OUTLINE NAB CONVENTION SESSIONS

With plans under way for several sessions at the next NAB Convention and subjects listed for a series of articles of interest to program managers, the Program Managers Executive Committee adjourned its two-day meeting at the Waldorf-Astoria, New York City, January 11-12.

Plans for the NAB Convention include a prominent industry speaker followed up by sessions on program building and operating problems.

Articles to be written, which may be collected into a permanent manual from NAB REPORTS, will cover the working aspects of program management, as presented by recognized, practical authorities.

A joint session with the Radio Committee of the American Civil Liberties Union and representatives of the A. F. of L. and the C. I. O. resulted in a decision to continue a study of labor's broadcast problems from the program angle. Agreement was general that labor's representation on the air was largely a matter of proper programming. Advice was offered and further cooperation promised.

"ON THE AIR!" the new Westinghouse, Inc., production, a thirty-minute sound-film history of radio, was presented at the first day's luncheon, through the courtesy of Lee B. Wailes, General Manager, KYW, Philadelphia, and Westinghouse Stations, Inc.

Guests for the second day's luncheon were Ann Elsner, better known as Stella Dallas, who also starred in the early-day drama, "Moonshine and Honeysuckle"; Betty Garde, star of "Front Page Farrell" and "Cavalcade of America," also featured in the stage production "Oklahoma"; Jackie Kelk, who is "Homer" in the "Aldrich Family" and plays also in "Cavalcade"; Nan Merriman, who is "Kathleen," featured vocalist with the "Hour of Charm," star of NBC's "Serenade to America" and winner of the \$1,000 music prize awarded by the National Federation of Women's Clubs and John W. Vandercook, world traveller and author and featured commentator on the World News Round Up, NBC.

The two-day meeting agenda covered a discussion of "Programming the War," "Programming for the Retail Promotion Committee Plan," in which Lew Avery, NAB Director of Broadcast Advertising, participated, "Program Standards," "Programming Needs and Problems," "Programming and Public Relations" and "Programming and Management."

Harold Fair, WHO, Chairman of the Committee, said: "Members of the Program Managers' Executive Committee are production men, accustomed to hard work that gets results. I am proud of the way they are digging into programming problems."

Committee members are Clarence L. Menser, NBC; Doug Coulter, CBS; Ray Shannon, KMBC; William J. Adams, WHEC; J. Robert DeHaven, WTCN; Glenn Jackson, WSPD; Irvin G. Abeloff, WRVA, and George Sutherland, WFCL. Wynn Wright, NBC Eastern Program Manager, subbed for Menser, who was not in New York, and Ray Shannon was excused from attendance because of transportation difficulties. Neville Miller and Willard

Egoff attended from NAB. Dorothy Lewis, NAB Coordinator of Listener Activity, made a report on the work of her department.

DISTRICT ENGINEERING COMMITTEE

Harold Thomas, General Manager of station WATR, Waterbury, Connecticut, has been appointed to the NAB District Engineering Committee by Paul W. Morency, District Director. Mr. Thomas replaces F. M. Sloan, former chief engineer of station WBZ. Mr. Sloan recently resigned from the committee when transferred by the Westinghouse Company to Baltimore, Maryland, as manager of the Westinghouse Field Engineering Service Department.

The entire committee has now been appointed and the membership as of this date is as follows:

- District 1: Harold Thomas, General Manager
Radio Station WATR
71 Grant Street
Waterbury, Connecticut
- District 2: Earle Godfrey, Chief Engineer
Radio Station WBAB
1900 Atlantic Avenue
Atlantic City, New Jersey
- District 3: T. C. Kenney, Chief Engineer
Radio Station KDKA
Grant Building
Pittsburgh, Pennsylvania
- District 4: Clyde M. Hunt, Chief Engineer
Radio Station WTOP
Earle Building
Washington, D. C.
- District 5: J. C. Bell, President
Radio Station WBRC
2nd Ave. and 18th Street N.
Birmingham, Alabama
- District 6: F. D. Binns, Chief Engineer
Radio Station WLAC
Third National Bank Building
Nashville, Tennessee
- District 7: Lester H. Nafzger, Chief Engineer
Radio Station WBNS
33 North High Street
Columbus, Ohio
- District 8: A. Friedenthal, Chief Engineer
Radio Station WJR
Audio Division
Detroit, Michigan
- District 9: Oscar C. Hirsch, Chief Engineer
Radio Station KFVS
324 Broadway
Cape Girardeau, Missouri
- District 10: Henry E. Goldenberg
Radio Station WHB
Scarritt Building
Kansas City, Missouri
- District 11: H. S. McCartney, Chief Engineer
Radio Station WCCO
625 Second Avenue
Minneapolis, Minnesota
- District 12: K. W. Pyle, Chief Engineer
Radio Station KFBI
First and Market Streets
Wichita, Kansas
- District 13: George W. Ing, Chief Engineer
Radio Station KONO
317 Arden Grove
San Antonio, Texas
- District 14: John M. Baldwin, Chief Engineer
Radio Station KDYL
Tribune-Telegram Building
Salt Lake City, Utah

- District 15: George Greaves, Chief Engineer
Radio Station KPO
420 Taylor Street
San Francisco, California
- District 16: Frank M. Kennedy, Chief Engineer
Radio Station KHJ
5515 Melrose Avenue
Hollywood, California
- District 17: Joseph Kolesar, Chief Engineer
Radio Station KMO
914 Broadway
Tacoma, Washington

QUESTIONNAIRE ON RELIGIOUS BROADCASTING

A questionnaire on religious broadcasting, which apparently went to all radio stations on December 15, was accompanied by a letter from the National Association of Evangelicals, 120 Tremont Street, Boston 8, Massachusetts, signed by J. Elwin Wright, Field Secretary.

NAB has made inquiry of the National Association of Evangelicals as to the purpose of this questionnaire, at the same time offering to assist the Association in securing complete information with reference to any problems concerning the radio industry.

ON YOUR MARKS! GET SET—FOR THE FOURTH WAR LOAN

Have you sold the quarter-hour programs, the five-minute programs and the 35 and 100-word announcements supplied by the Treasury Department? Have you sold every available program and service feature over your station? Have you done everything you could to put the full power of your station behind the Fourth War Loan?

That should be your goal—the star to which you hitch your wagon. Show the boys behind the guns that every man, woman and child in America is behind the boys behind the guns.

Here's your opportunity to help broadcasting—your business—make the greatest record of public service any medium of mass communication has ever compiled.

Soon you will receive a questionnaire from the NAB regarding the Treasury Department programs. The answers to that questionnaire can mean a great deal to you—so please answer it fully and promptly.

NATIONAL THRIFT WEEK

Recently the National Thrift Committee, Inc., requested NAB to inform its members that National Thrift Week was scheduled from January 17 to 23, 1944, and to ask them to intensively promote this campaign for thrift and savings.

In declining to do so, NAB pointed out the tremendous contributions of time and talent that the radio industry has made to the various government programs of war information and particularly to the Treasury Department campaign to promote the purchase of war bonds and stamps.

Several of the proposed activities for National Thrift Week duplicate existing campaigns, as the following paragraph from the letter to the Committee points out:

"Several of the '7-point Objectives of National Thrift Week and 10-point Wartime Thrift Program for the Individual' are covered by various campaigns of the Office of War Information and the War Advertising Council, Inc. Therefore, much of your program duplicates activities with which radio stations are now unstintingly co-operating."

The letter from the Committee also urged radio stations to schedule talks by officers of financial institutions, dealing with their special thrift service to the public.

Because National Thrift Week practically coincides with the start of the Fourth War Loan, you are urged to be sure that any talks by officers of financial institutions deal with the Fourth War Loan—or are charged for on a commercial basis, as NAB proposed to the National Thrift Committee, Inc.

SUGGESTS BOND BOOTHS ON DOCKS

James M. LeGate, manager, WIOD, Miami, after talking with several members of the Merchant Marine, passes on this "bond" suggestion for the consideration of coast stations that are issuing agents.

The idea is to erect a Bond Booth on local docks during the 4th War Loan Campaign. Boys from the Merchant Marine explained to Mr. LeGate that:

Members of the Merchant Marine frequently land in various American ports with pockets filled with accumulated pay. They have never seen a Bond Booth on the docks. These men said if they had seen a Bond Booth on landing, their inclination would have been to put a large percentage of their pay into bonds instead of spending it riotously between sailings.

"I have checked into the situation here in Miami," said Mr. LeGate, "to find that we do not have enough Merchant Marine sailors landing to do anything with the idea. But it should work out satisfactorily in the big east and west coast ports."

OLD ETs WILL REDUCE MATERIAL SHORTAGE

Lee Chadwick, program director, WWNC, Asheville, suggests an immediate spring house cleaning of station transcription libraries, in order to provide much urgently wanted material to be reworked into new disks.

A check at WWNC located nearly 50 transcriptions, marked "hold," some dated back more than two years.

By writing agencies and seeking disposition advice the station hopes to get over 200 transcriptions back to the original manufacturers. Letters to agencies include "the name of account, record number, track numbers, and asks them to check, (a) Continue to retain in file, (b) Ship to manufacturer for refrabrication, (c) Other shipping instructions."

PAPER RATIONING AFFECTS YOU

Perhaps you never thought of it that way—but paper rationing will definitely limit the number of NAB Standard Program Schedule Forms available during 1944. To assure an adequate supply to all stations that desire to use this form—and more stations adopt it every month—won't you please try to economize on the quantity you use?

If you are now printing a new program schedule every week, have you thought about the possibility of printing one every two or every four weeks, as some stations are doing? For your own sake—to assure you a supply of these schedules throughout the year—please try to reduce the number you are now using.

BUY ONE—AND GET ONE FREE!

That familiar promoter of unusual per-inquiry propositions—the Pitluk Advertising Company of San Antonio, Texas—writing to radio stations about a contract for the Starkist Company, casually states: "and most of these stations are giving them a repeat broadcast of the daytime show, gratis, around 10:30 or 11:00 p. m."

That's once when "gratis" is a contraction of "grates us."

Before you give it away, be sure you have tried to sell it to a logical buyer—to an advertiser who will appreciate the possibilities and the power of your medium.

DON'T DESPOIL THE NEWS

Whether you realize it or not, news is the most perishable and precious "merchandise" available over your station today. Dozens of polls and surveys have shown that news broadcasts top the list of public preference in radio programs.

What's more, nation-wide studies have shown that, between August, 1939, and November, 1942, the public switched from a two-to-one preference for newspapers as the most important source of news to an almost two-to-one preference for radio! Doesn't that emphasize your obligation to keep the news over your station accurate, fast, impartial and reliable?

Every radio station that received a form letter from the Russell C. Comer Advertising Company of Kansas City, Missouri, urging them to incorporate alleged news stories on soft drinks or carbonated beverages in their news broadcasts, should have promptly replied in the negative and, then, just as promptly torn the letter into small bits.

The minute radio stations desecrate news broadcasts with indirect advertising that very minute they start to destroy the overwhelming confidence and faith of the American public in radio news.

TRANSFER OF CONTROL REGULATION

The Commission en banc has amended Section 1.364 of its Rules of Practice and Procedure, concerning assignment or transfer of control, so as to provide for prompt filing of an application for involuntary assignment of permit or license or for consent to involuntary transfer of control in the event of death or legal disability.

The amended Section 1.364, to be effective immediately, reads as follows: (New matter italicized)

Sec. 1.364. Assignment or transfer of control.—(a) General (1) *Voluntary*: Application for consent to voluntary assignment of a construction permit or license or for consent to *voluntary* transfer of control of a corporation holding a construction permit or license shall be filed with the Commission at least 60 days prior to the contemplated effective date of assignment or transfer of control.

(2) *Involuntary*: In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee

(i) *the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and*

(ii) *within thirty days after the occurrence of such death or legal disability (except in the case of a ship or amateur station), application shall be filed for consent to involuntary assignment of such permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved. In the case of ship and amateur stations, involuntary assignment of licenses will not be made; such licenses shall be surrendered for cancellation upon the death or legal disability of the licensee.*

(b) Broadcast.—With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application

forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) Other than broadcast.—In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

FTC ON RADIO

The Federal Trade Commission in its annual report has the following to say in connection with radio and periodical advertising:

In connection with its continuing survey of radio and periodical advertising, the Commission during the fiscal year examined more than 1,045,000 radio commercial continuities and 353,000 newspaper, magazine and other periodical advertisements, of which approximately 22,000 of the former and 27,000 of the latter were designated for further review as containing possibly false and misleading representations concerning the products advertised. For the purposes of this survey, 2,291 editions of representative newspapers and 1,452 editions of magazines and farm and trade journals of interstate distribution were procured for examination, while an average of 6,920 pages of radio script was read each working day.

A large majority of the radio and periodical cases thus developed were disposed of by the Commission's procedure under which an advertiser is extended the privilege of executing a stipulation to cease and desist from the use of false and misleading advertising practices involved.

The Commission states in its report that, in general, it has had the cooperation of publishers and broadcasters and has observed a desire on their part to aid in the elimination of false and misleading advertising.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, January 17. They are subject to change.

Monday, January 17

Further Hearing

WPAT—Frank Falknor and Rex Schepp (Transferors), Donald Flamm (Transferee), Paterson, N. J.—For transfer of control of North Jersey Broadcasting Co., Inc. (WPAT); 930 kc., 1 KW, daytime.

Tuesday, January 18

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

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

Birney Imes, Jr., Tupelo, Miss.—Granted construction permit for new station to operate on 1490 kc., 250 watts, unlimited time. Exact studio and transmitter sites to be determined (B3-P-3555).

WBIR—J. W. Birdwell (Assignor), American Broadcasting Corp. (Assignee), Knoxville, Tenn.—Granted consent to voluntary assignment of license of station WBIR from J. W. Birdwell to American Broadcasting Corp. for a consideration of \$135,000 (B3-AL-394).

WHEB—R. G. LeTourneau (Transferor), Charles M. Dale (Transferee), WHEB, Inc., Portsmouth, N. H.—Granted consent to transfer control of WHEB, Inc., licensee of station WHEB, from R. G. LeTourneau to Charles M. Dale, for a consideration of \$60,000, representing 750 shares of capital stock issued and outstanding (B1-TC-343).

WTTM—A. Harry Zoog (Transferor), Elmer H. Wene (Transferee), Trent Broadcasting Corp. (Licensee), Trenton, N. J.—Granted consent to acquisition of control of Trent Broadcast Corporation, licensee of station WTTM, by Elmer H. Wene, for a consideration of \$6,468.75, representing 43⅓ shares of capital stock (B2-TC-328).

WKNE—H. C. Wilder, Fred R. Ripley and George W. Smith (Transferors), M. S. Wilder and H. C. Wilder (Transferees), WKNE Corp. (Licensee), Keene, N. H.—Granted consent to acquisition of control of WKNE Corporation, licensee of station WKNE, by M. S. Wilder and H. C. Wilder, for a consideration of \$19,400 (B1-TC-339).

KLBN—Ben E. Stone, La Grande, Ore.—Granted modification of license to move main studio from Bouvy Building, 1120½ Adams Ave., La Grande, to transmitter site (U. S. Highway No. 30, 1.3 miles from center of La Grande (B5-ML-1182).

KPHO—M. C. Reese (Assignor), Phoenix Broadcasting, Inc. (Assignee), Phoenix, Ariz.—Granted consent to voluntary assignment of license of station KPHO, from M. C. Reese to Phoenix Broadcasting, Inc., for a total consideration of \$60,000 (B5-AL-384).

WMCA-WIEH-WEIQ—Cosmopolitan Broadcasting Corp., New York City, N. Y.—Granted modification of relay stations licenses to change corporate name of licensee from Cosmopolitan Broadcasting Corp. to WMCA, Inc.

MISCELLANEOUS

KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Granted construction permit to increase nighttime power from 1 KW to 5 KW, subject to the following conditions: (1) That all reasonable complaints arising from interference attributable to the high signal intensity of KCMO in the Kansas City area will be satisfactorily adjusted; (2) That when materials and personnel are available, applicant will file an application for a permit and make necessary provision for change in location of the KCMO transmitter to a site conforming to requirements of the Standards of Good Engineering Practice; (3) That the directional antenna installed at that time will afford KTBS the same protection as now afforded KTBS during operation of KCMO with 1 KW power nighttime, provided KTBS makes provision to afford KCMO protection to the 2.5 mv/m nighttime contour of that station; and (4) That the directional antenna installed, pursuant to (3) above, will also restrict radiation in the direction of Sidney, Montana (KGCX), to the same value as is presently radiated in that direction with 1 KW.

KODY—Radio Station WOW, Inc., North Platte, Nebr.—Granted license to cover construction permit which authorized changes in transmitting equipment, change in frequency from 1460 to 1240 kc., change power from 1 KW to 250 watts and hours of operation from daytime to unlimited time (B4-L-1789). Granted authority to determine operating power by direct measurement of antenna power (B4-Z-1570).

WLAP-WKRB-WEGO-WEGE—American Broadcasting Corp. of Ky., Lexington, Ky.—Granted modification of license to change corporate name of licensee to American Broadcasting Corp. (B2-ML-1184; B2-MLRY-50; B2-MLRE-112; B2-MLRE-113).

The Commission has announced the grant of a request from WJJD, Inc., Chicago, Ill., for "opportunity for an early hearing to determine the applicability of Section 3.35 of the Commission's Rules and Regulations to the operation of Stations WJJD and WIND," the latter station being located in Gary, Indiana.

This is the first request for hearing filed pursuant to the Commission's announcement of its policy concerning multiple ownership of standard broadcast stations (Section 3.35).

The Commission is requesting that renewal license applications for these stations be filed on or before February 1 for consideration.

Valradio, Inc., El Centro, Calif.—Adopted Order granting petition for reinstatement, amendment and grant of application (B5-P-3546) for construction permit to install new transmitter, change frequency from 1490 to 1230 kc., and increase power from 100 to 250 watts, subject to the following condition: "At the expiration of the present national emergency, the applicant shall file an application for construction permit for authority to install a new antenna and ground system which will meet the minimum requirements of the Commission's Rules and Standards."

KEVE—Dr. J. R. Binyon and L. E. Wallgren (Transferors), A. W. Talbot (Transferee), Cascade Broadcasting Co., Inc. (Licensee), Everett, Wash.—Granted consent to transfer of control of Cascade Broadcasting Co., Inc., licensee of Station KEVE, from Dr. J. R. Binyon and L. E. Wallgren to A. W. Talbot, for a total consideration of \$22,500 (B5-TC-350).

KEVE—Cascade Broadcasting Co., Inc., Everett, Wash.—Granted construction permit to move transmitter and studio from Pacific Highway at 9th Street, Everett, Wash., to 2015 Jefferson Lane, S.E. of Yakima, Wash., and a site to be determined, respectively (B5-P-3559).

APPLICATIONS FILED AT FCC

560 Kilocycles

KWTO—Ozarks Broadcasting Co., Springfield, Mo.—Acquisition of control of licensee corporation by Lester E. Cox, Ralph D. Foster, C. Arthur Johnson, L. M. Magruder, through purchase of 500 shares of common stock from Springfield Newspapers, Inc., H. S. Jewell, T. W. Duvall, Tams Bixby, Jr., Jeanne Bixby.

770 Kilocycles

WJZ—Blue Network Company, Inc., New York, N. Y.—License to cover construction permit (B1-P-3532), which authorized move of main transmitter from Bound Brook, N. J., to Lodi, New Jersey.

WJZ—Blue Network Company, Inc., New York, N. Y.—Authority to determine operating power by direct measurement of antenna power.

1240 Kilocycles

WLOK—The Fort Industry Co., Lima, Ohio.—Authority to determine operating power by direct measurement of antenna power.

1260 Kilocycles

KGBX—Springfield Broadcasting Co., Springfield, Mo.—Acquisition of control of licensee corporation by Springfield Newspapers, Inc., through purchase of 250 shares of common stock from Lester E. Cox, Ralph D. Foster, C. Arthur Johnson, L. M. Magruder.

1450 Kilocycles

WTBO—Associated Broadcasting Corp., Cumberland, Md.—License to cover construction permit (B1-P-3542), which authorized change in frequency and hours of operation.

WTBO—Associated Broadcasting Corp., Cumberland, Md.—Authority to determine operating power by direct measurement of antenna power.

KBPS—Benson Polytechnic School, R. T. Stephens, Agent, Portland, Oregon.—Modification of license to change hours of operation from sharing time with KXL to specified hours.

TELEVISION APPLICATION

NEW—William B. Still, trading as Jamaica Radio & Television Co., Jamaica, Long Island, N. Y.—Construction permit for a new experimental television station to be operated on 66000-72000 kc., 250 watts power and A3 and special emission.

MISCELLANEOUS APPLICATIONS

NEW—General Electric Company, near Belmont, Calif.—Construction permit for a new international broadcast station to be operated with 100 KW power.

WEMV—The WGAR Broadcasting Co., area of Cleveland, Ohio.—License to cover construction permit (B2-PRE-425), which authorized changes in equipment and change in frequencies and emission.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Georges River Mills—Violation of the Wool Products Labeling Act is alleged in a complaint issued against The Georges River Woolen Mills, Warren, Maine, engaged in the manufacture and sale of woolen fabrics. (5116)

Dad's Root Beer Company—A complaint has been issued charging Dad's Root Beer Co., 2800 North Talman Ave., Chicago, with falsely representing in radio, periodical and other advertising that root beer made from a concentrate it sells to dealers is a draft beverage and has a genuine draft flavor. (5111)

Joseph Levy Clothing Manufacturing Company, Inc.; Crawford Clothes, Inc.; Joseph Levy, David Levy and Frank Seidenwurm, officers and directors of both corporations, all of 34-02 Queens Boulevard, Long Island City, New York, operating stores in several States and selling men's suits and wearing apparel, are charged in a complaint with misrepresentation. (5112)

Joseph Sperling, Inc.—A complaint has been issued charging Joseph Sperling, Inc., 709 13th St., N. W., Washington, D. C., with misrepresentation in connection with the sale of women's fur coats. (5113)

Prof. Valentine Greenewald—Misrepresentation of therapeutic properties of a medicinal preparation designated "Herbaline," formerly known as "Nature Nervine," is alleged in a complaint against Valentine Greenewald, trading as Professor Valentine Greenewald, R.R. 1, Covington, Ky. The complaint alleges that the respondent falsely represents in newspapers and advertising literature that the preparation is a competent and effective treatment for nervousness, nervous dyspepsia, nervous debility, exhaustion, body weakness, insomnia, stomach trouble, painful nerves and certain mental conditions; and that it forms blood, strengthens the nerves and promotes health generally. (5114)

CEASE AND DESIST ORDERS

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

A. P. W. Paper Co., Inc., Albany, N. Y., manufacturer of toilet tissue and paper towels, has been ordered to cease and desist from commercial use of the Red Cross name and emblem in connection with the advertising and sale of its products. (4747)

S. Friedman & Sons and as Sunray Yarn House, 349 Grand St., New York, have been ordered to cease and desist from misrepresentation in the sale of yarn. (4891)

Rock Crushers Assn., et al.—An order has been issued prohibiting seven manufacturers and more than 300 distributors of rock crushing and other heavy construction machinery, and the two trade associations of which they are members, from maintaining or continuing a conspiracy which, the Commission found, has suppressed competition and tended to create in the respondents a monopolistic control over the prices of their products.

The order is directed against the Rock Crusher Manufacturers Association, Cedar Rapids, Iowa, and the Associated Equipment Distributors, National Press Building, Washington, D. C. It also names the secretaries of the Association, Arthur W. Daniels of the manufacturers and C. F. Winchester of the distributors, and the officers and directors of the latter group. (5026)

J. Silverman & Associates—An order to cease and desist from misrepresentation in the sale of printed mailing cards, designed for use in obtaining information concerning delinquent debtors, has been issued against Michel Lipman and Jack Silverman, trading as Chief Statistician and as J. Silverman & Associates, 821 Market St., San Francisco, and William Edgar Spicer, 302 Bond Bldg., Washington, D. C. (4809)

STIPULATIONS

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

A. P. S. Sales Co., 6331 Hollywood Blvd., Hollywood, Calif., and George A. Hirliman, R.K.O. Building, New York, entered into a stipulation to cease and desist from the use of false and misleading advertising in connection with the sale of a motion picture film entitled "Tell Your Children." The film, which also has been shown under other titles, such as "Reefer Madness" and "The Burning Question," purports to deal with the evil effects of marihuana cigarettes on adolescents. (3788)

Resisto Tie-Makers, Lombard and Paca Sts., Baltimore, entered into a stipulation to discontinue certain misrepresentations concerning the neckties they manufacture and sell. (3782)

FTC CLOSES CASE

The Federal Trade Commission has closed the case growing out of the complaint against Arline F. Hoffman, trading as Bell's Homeopathic Pharmacy, 222 Greenwich Street, New York, selling and distributing a preparation designated "Bell's Liquo Garlic," advertised as a treatment for ailments of dogs and cats. The Commission has ordered the case closed without prejudice to its rights, should future facts so warrant, to reopen the case and resume trial thereof in accordance with its regular procedure.