

NAB LEGISLATIVE COMMITTEE MEETS WITH SENATOR WHEELER

A two day meeting of the NAB Legislative Committee was held in Washington Saturday and Sunday, March 11 and 12. Present were Don S. Elias, Acting Chairman, Nathan Lord, Clair R. McCollough, Joseph Ream, J. Leonard Reinsch, Frank M. Russell, G. Richard Shafro, James D. Shouse, James W. Woodruff, Jr., and Ed. Yocum. Also present were J. Harold Ryan, President-elect of NAB, C. E. Arney, Jr., Acting Managing Director, Robert T. Bartley and Karl A. Smith. Thorough and detailed consideration was given to Senate Bill 814 and various suggested amendments. On Monday, March 13, the full Committee had a conference with Senator Wheeler in regard to the Bill and its amendments.

WMC MANPOWER BUDGET PLAN

Pursuant to Section 907.5(a) of the War Manpower Commission Regulation No. 7 a Manpower Budget Plan has been adopted in some areas where critical labor shortages exist.

The plans now in operation in Newark, N. J., Philadelphia, Pa., and Pittsburgh, Pa., areas are similar. NAB has reviewed these manpower budgeting or rationing programs. They have the effect of curtailing or preventing the hiring of new workers, except under the procedure established by the local Manpower Priorities Committee.

Radio broadcasting is included in the WMC list of "essential activities" and is therefore eligible for priority privileges from the local committees. However since labor requirements of broadcasters are generally of the highly skilled type and replacements are usually not available through the U. S. Employment Service, the plan does not seem to offer any particular benefits to broadcast stations.

The plans provide for emergency referrals or employment authorizations by the local USES offices, which may be adequate for stations hiring only a limited number of replacement personnel.

As of February 28, 1944, the areas affected were as follows:

Region I—Hartford (including Bristol, Meriden, New Britain, Waterbury), New Bedford; Region II—Buffalo; Region III—Newark, Philadelphia, Pittsburgh; Region IV—Baltimore; Region V—Canton, Akron, Cleveland, Columbus, Dayton-Springfield, Detroit, Louisville, Pigua-Sidney-Troy and Lima, Toledo, Youngstown; Region VI—Chicago, Indianapolis, Madison, Milwaukee, Racine-Kenosha; Region VII—Mobile; Region XII—Los Angeles, Portland, San Diego, San Francisco, Seattle.

Information concerning the Manpower Budget Plans can be obtained from the WMC Regional Director of the area or from local USES offices.

Copies of the Newark, New Jersey plan are available upon request to the NAB Engineering Department.

INTERNATIONAL COMMUNICATIONS INVESTIGATION

Senator Wheeler of Montana introduced S. Res. 268 which asks for an appropriation of \$5,000 for an investigation of international communications. The resolution was referred to the Senate Committee to Audit and Control the Contingent Expenses of the Senate. The resolution resolves

"That for the purposes of Senate Resolution 187, Seventy-eighth Congress, agreed to October 19, 1943, authorizing an investigation of international communications by wire and radio, the Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized to hold such hearings; to sit and act at such times and places, either in the District of Columbia or elsewhere, during the sessions, recesses, and adjourned periods of the Senate in the Seventy-eighth Congress; to employ such experts and clerical, stenographic, and other assistants; to require, by subpoena or otherwise, the attendance of such witnesses and the production and impounding of such books, papers, and documents; to administer such oaths; and to take such testimony and to make such expenditures as it deems advisable. The expenses of the committee for such purposes, which shall not exceed \$5,000, shall be paid from the contingent fund of the Senate upon vouchers approved by the chairman."

SEND MILITARY ADDRESSES TO NAB

Names and complete army addresses of former station employees whom you believe may be presently assigned to duties at which they are not making full use of their civilian experience, are wanted by NAB for relay to the armed forces.

It will also be appreciated if you will outline each man's duties when employed by you and what you know of his previous experience. Receipt of this information will help the armed forces and it will help the men involved.

Please send reply to NAB at your early convenience.

NAB DEVELOPS TRAINING TECHNIQUE FOR WOMEN STUDIO OPERATORS

Modern warfare is largely dependent upon radio communications and electronic devices based on radio principles. Thus the demand for skilled technicians has placed a high percentage of broadcast station technical personnel in the armed services. It is anticipated that much of the remaining male personnel will be in uniform in the near future. Women can and are replacing men in these

(Continued on page 84)

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; Paul F. Peter, Director of Research; Arthur C. Stringer, Director of Promotion.

NAB DEVELOPS TRAINING TECHNIQUE FOR WOMEN STUDIO OPERATORS

(Continued from page 83)

technical operating positions. Already more than fifteen per cent of the stations are using women as studio operators and, in some cases, as transmitter operators.

Almost from the beginning of hostilities NAB has advocated the employment of women operators, as the uncertainty of the draft status of almost all men offered no other solution under wartime conditions. It is believed that before the manpower situation eases, it will become necessary to employ women in still greater numbers.

The NAB Executive Engineering Committee made a study of shortcut training methods for studio operators. It was recognized that although a technical knowledge of the principles and circuits used in studio control rooms was desirable, it was not necessarily essential. The telephone company, for example, in training operators does not teach the technical intricacies of telephone equipment. Telephone operators are taught the use of the patch cords, signal lights and switching keys together with operating procedure. It seemed feasible to apply the same methods to the training of studio operators, especially as observation had shown that some of the most capable studio control men were those having a minimum technical knowledge. It was therefore decided to select for training a small group of women for the purpose of proving this training technique.

Obviously a training course of this type would involve much practice operating actual equipment, and with wartime priority restrictions, equipment already installed in studios would have to be used. In selecting a city for the experimental course, it was necessary to choose a locality having the studio control facilities, competent experienced instructors and preferably an area where the general manpower situation was not too critical. New York City seemed to meet these requirements and was therefore selected.

The four major networks (Blue, CBS, MBS, NBC) generously pledged their wholehearted cooperation, the use of their studios and experienced control men as lecturers. RCA Institutes, Inc., of New York also agreed to supervise the training activity and coordinate the network participation. It was agreed that the NAB Engineering Department would recruit and select the women accepted for training.

Spot announcements on the New York network stations and classified newspaper advertisements were used to interest women in the training course. The recruiting campaign was conducted over a period of several weeks and developed more than 1,000 inquiries from women living in the New York City area. Residence in New York was essential as the course was taught in the evening over a period of twelve weeks without interference with present employment. Through the use of a printed prospectus and special application forms, the first inquiries

were reduced to approximately 70 promising applicants. This group of 70 were interviewed personally by John Cose, assistant superintendent of RCA Institutes, and Howard S. Frazier, NAB director of engineering. The interviewing process eliminated all but the twelve finally selected to take the initial course.

At the time the course was started, it was believed that a considerable number of the women selected would not possess the natural aptitudes required of studio operators. This did not prove to be true. All of the original twelve completed the training and show promise of developing into capable studio operators after experience is gained working on the jobs they are now seeking. The printed bulletin circulated to all who answered the advertising was written in such a manner that the bulletin became a screening device. Negative selling was employed to discourage those who were not seriously interested. The following paragraph outlining the personal qualifications of those sought for training illustrates the method used:

"She is alert, ambitious and possesses more than average intelligence. She may have a college education but this is not essential. Some high school training is desirable. She is resourceful, thinks quickly and has the natural aptitude necessary to coordinate eye, ear, mind and hand. Musical training is not necessary, but an appreciation of music is helpful. The woman we are looking for may not drive a car, but if she does, her driving is better than average. She is not too young to realize the obligation of assuming responsibility nor is she too old to learn quickly and with minimum effort. She must be able to adapt herself to the people with whom she works, the conditions under which she works and the community in which she lives. She knows how to get along with people, exercises diplomacy and good judgment at all times. She is never late for work and she is never absent without good reason and after having made previous arrangements. We are looking for unusual women and the rewards to those who succeed will justify their efforts. If you don't think you measure up to these requirements, it is best to save your time and ours by continuing in your present employment or seeking a place in another field."

In addition to actual operating experience at the control consoles at the network studios, the following outline of subjects was covered during lecture periods: basic principles of acoustics, care and use of microphones, purpose and functions of studio control equipment, various types of program material, use of the volume indicator, mixing and fading, operating procedure, remote pickup operation, instantaneous lacquer of recording, operation of low powered broadcast transmitters, and qualifications of a good operator.

All of the students are securing restricted permits and many are now available for immediate placement with stations. NAB has cataloged the regional employment preferences of the graduates. Broadcasters desiring to employ any of these women or further information concerning training methods, etc., may obtain full particulars by communicating with the NAB Engineering Department, 1760 N Street, Northwest, Washington 6, D. C.

KXOK'S "JOBS FOR HEROES" GETS RESULTS

"Jobs for Heroes" is a new 15-minute feature heard at 2:45 p.m. Mondays through Fridays over KXOK, St. Louis. On each program, Miss Virginia Davis interviews two honorably discharged war veterans, reviews their qualifications, and asks their preference regarding civilian employment. Prospective employers are invited to telephone or write the station.

Program went on the air with very little advance publicity—nevertheless, it was an immediate success. During the first two weeks, eighteen men and one ex-WAC were

interviewed. All received offers of employment with a big majority accepting jobs to their liking.

Veterans to be interviewed by Miss Davis are selected by KXOK in cooperation with the Veterans' Bureau of the U. S. Employment Service in St. Louis.

KTSM BOOKLET ON EL PASO RADIO FORUM

Karl Wyler, KTSM, has published a booklet on The Radio Forum, station feature originated in June, 1943, and conducted with the cooperation of The Forum Advisory Board, representative El Paso citizens under the chairmanship of Dr. D. M. Wiggins, President, Texas College of Mines.

The booklet opens with a foreword by Wyler and statements by Dr. Wiggins and Joseph G. Bennis, vice-chairman of the Advisory Board, El Paso attorney. Comments are included from J. E. Anderson, Mayor of El Paso, also club, school and civic leaders.

Presented each Sunday evening at seven, The Radio Forum has discussed "Is Rationing Really Working?" "Is the Decreased Gas Ration for the Southwest Justified?" "Should Fathers Be Exempt from Selective Service?" "What Shall be Our Attitude Toward Russia?" "Juvenile Delinquency" and other public questions. Wyler has acted as moderator on several occasions. Participants and subjects are carefully selected by station management, in cooperation with the Advisory Board.

Plans for 1944 are being made at weekly meetings of the Advisory Board.

Wyler, Public Relations Chairman for NAB District 13, opens his foreword with the statement, "We here at KTSM feel a very well defined obligation toward the community which we serve." Remainder of foreword explains purpose of The Radio Forum and its function as a radio feature. The booklet, prepared for public distribution, doubtless may be obtained by other stations upon request.

(Send NAB stories about your station features.)

WHAT ARE THEIR ADDRESSES?

You can help the armed forces by writing a letter.

Send letter to NAB with name and complete military address of former employees now in the service . . . provided these men are not now in army radio work and you believe they are not using their maximum abilities.

WROK SPONSORS SHOWING OF WAR FILM

Cooperating with the NAB in arranging showings of the sound film, "War Department Report," radio station WROK, Rockford, lined up a civic premiere at the March 8 luncheon-meeting of the Rockford Lions club.

An audience of 200, including Lions club members, army officials, industrial, labor and civic leaders witnessed the presentation. Brig. Gen. James E. Baylis, Camp Grant commandant, was among the guests. Arrangements for the event were handled by Bill Traum, WROK promotion director. The premiere received considerable newspaper space and resulted in several industrialists making immediate arrangements to show the dramatic film to their workers.

SCHEDULE — SOUTHERN TOUR — MARCH 1944

by

Dorothy Lewis

Coordinator of Listener Activities
National Association of Broadcasters
1760 N Street, Northwest, Washington 6, D. C.

NOTE: "Listeners and Broadcasters, Partners in Progress," "Radio, Instrument of Education," "Radio and the Community," "Broadcasting to the Youth of America," "Radio's Strategic Role in War and Postwar," are some of the subjects that Dorothy Lewis will discuss on this tour. She will address Radio Councils and will meet representatives of local organizations and educational groups for Radio Conferences to gain their reactions to radio's war effort and to radio programming. At a number of universities and colleges, students will join in round table discussions on the subject of radio. She will confer with local officers and members of the Association of Women Directors.

March 16—Lv. New York 10:30 a.m., Ar. Washington 2:25 p.m., Hotel Statler.

March 17—Washington, Children's Bureau, Dept. of Labor Conference, NAB headquarters.

March 18—Washington, Conferences, Lv. Washington 6:40 p.m.

March 19—Ar. Wallace, N. C. 7:10 a.m., c/o Mrs. J. D. Robinson, Wallace, N. C.

March 20—Raleigh, N. C., Conferences, Headquarters Station—c/o R. H. Mason, WPTF, Hotel—Sir Walter Raleigh.

March 21—Lv. Raleigh 7:20 a.m., Ar. Greensboro 10:15 a.m., Conferences, Headquarters Station—c/o Major Edney Ridge, WBIG, Hotel—O. Henry, Lv. Greensboro 9:10 p.m., Ar. Winston-Salem 9:50 p.m.

March 22—Winston-Salem, Conferences—Community Council, Headquarters Station—c/o Harold Essex, WSJS, Hotel—Robert Lee, Lv. Winston-Salem for Greensboro 9:20 p.m.

March 23—Ar. Spartanburg 2:10 a.m.—S. C. Conferences, Headquarters Station—c/o Roger A. Shaffer, WSPA, Hotel Franklin.

March 24—Lv. Spartanburg 2:10 a.m., Ar. Atlanta 7:30 a.m., Conferences at Athens & Atlanta, Headquarters Station—c/o John M. Outler, Jr., WSB, Hotel Biltmore.

March 25—Atlanta—Conferences, address same as above, Lv. Atlanta 9:30 p.m.

March 26—Ar. Nashville 7:30 a.m., Conferences Radio Council of Middle Tenn., Headquarters Station—c/o F. C. Sowell, WLAC, Hotel Hermitage.

March 27—Nashville—Conferences, address same as above, Lv. Nashville 8:00 p.m.

March 28—Ar. Louisville 2:25 a.m., Conference—Louisville Radio Council, Hotel Brown, Lv. Louisville 5:40 p.m., Ar. Cincinnati 9:05 p.m.

March 29—Cincinnati—Conferences, Headquarters Station—c/o Fred Palmer, WCKY, Hotel Gibson, Lv. Cincinnati 11:20 p.m.

March 30—Ar. Pittsburgh 7:00 a.m., Conferences, Headquarters Station—c/o J. E. Baudino, KDKA, Hotel William Penn, Lv. Pittsburgh 11:00 p.m.

March 31—Ar. New York 8:20 a.m.

American Home Campaign Contest

"The Parents' Magazine (Parents Forum) radio scripts sent to radio stations each week as an educational feature are a 13-year-old feature," reports Dorothy Lewis, NAB Coordinator of Listener Activity. "That is one reason why it is appropriate to have them cooperating in the Ameri-

can Home Campaign of AWD through providing modest prizes for the letter contest among listeners on 'What I am Doing in My Home to Strengthen the Promise of a Happier Postwar World.' The Parents' Magazine is published in cooperation with four great Universities—Yale, Teachers College of Columbia, Iowa and Minnesota. All of these universities have been outstanding in their work in the children's field. While most women broadcasters are specialists in one or two phases of women's interests, such as nutrition, home economics, decorating, etc., many have had little background in child psychology. For this reason they welcome the Parents' Magazine authoritative human interest material on this subject."

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, March 20. It is subject to change.

Wednesday, March 15

Oral Argument Before the Commission

Order No. 119.

Section 3.409. Requirements for making and preserving recordings or transcriptions of network programs.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WPDQ—Jacksonville Broadcasting Corp. (licensee), Ernest D. Black, E. G. McKenzie and Mrs. Margaret Curtis (transferors), L. D. Baggs (transferee).—Granted consent to acquisition of control of Jacksonville Broadcasting Corp., licensee of Station WPDQ, from Ernest D. Black, E. G. McKenzie and Mrs. Margaret Curtis to L. D. Baggs, by the transfer of 18 shares, or 60 per cent, of the issued and outstanding capital stock, for a total consideration of \$180,-325.75 (B3-TC-336).

KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Granted modification of construction permit (B4-ML-1157) for changes in ground system, subject to the conditions contained in the previous construction permit relating to blanket-ing and interference.

KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—Granted petition for reinstatement and grant of application for construction permit to change transmitter site, install directional antenna, change frequency from 1240 to 580 ke., and increase power from 250 watts to 1 KW; granted upon the conditions (1) that the construction will be in accordance with the Standards of Good Engineering Practice of the Commission; (2) in the event undue interference is caused to Mexican Station XEMU, the antenna would be readjusted to provide proper protection; and (3) in accordance with the procedure outlined in the Commission's January 26, 1944, policy.

MISCELLANEOUS

Charles P. Blackley, Staunton, Va.—Granted motion for order to take deposition in re hearings on application of Charles P. Blackley for construction permit for new station at Staunton,

Va., application of WCHV for modification of license, and application of WFVA for modification of license.

WALB—Herald Publishing Co., Albany, Ga.—Granted authority to determine operating power by direct measurement of antenna power (B3-Z-1585).

The New York Times Co., New York, N. Y.—Placed in pending file application for construction permit for new high frequency (FM) broadcast station, in accordance with Commission policy of February 23, 1943 (B1-PH-154).

J. E. Rodman, Fresno, Calif.—Placed in pending file application for construction permit for new high frequency (FM) broadcast station, in accordance with Commission policy of February 23, 1943 (B5-PH-155).

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—Adopted an order granting petition for a continuance of the hearing on application for renewal of license; hearing continued to April 12, 1944. (Docket No. 6563)

APPLICATIONS FILED AT FCC

620 Kilocycles

KTAR—KTAR Broadcasting Co., Phoenix, Ariz.—Transfer of control of licensee corporation from Arizona Publishing Company to John J. Louis (50,000 shares common stock).

690 Kilocycles

KOMA—KOMA, Inc., Oklahoma City, Okla.—Construction permit to change frequency from 1520 ke. to 690 ke., increase power from 5 KW to 10 KW, install new transmitter and directional antenna for day and night use. Amended: to omit request for installation of new transmitter and directional antenna and change requested power to 5 KW daytime and 500 watts night. (Facilities of KGGF)

850 Kilocycles

WGBG—Greensboro Broadcasting Co., Inc., Greensboro, N. C.—Construction permit to change frequency from 980 ke. to 850 ke., change power and hours of operation from 1 KW daytime to 250 watts night, 1 KW daytime and limited hours of operation.

990 Kilocycles

WPRA—Puerto Rico Advertising Co., Mayaguez, Puerto Rico.—Acquisition of control of licensee corporation by Andres Camara through purchase of 77 shares of common stock from Ralph Perez Perry.

1050 Kilocycles

NEW—Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—Construction permit for a new standard broadcast station to be operated on 1050 ke., 250 watts power, daytime hours of operation.

1230 Kilocycles

KCMC—KCMC, Inc., Texarkana, Texas.—License to cover construction permit (B3-P-3413) which authorized change in frequency from 1450 ke. to 1230 ke. and change in equipment.

KCMC—KCMC, Inc., Texarkana, Texas.—Authority to determine operating power by direct measurement of antenna power.

1240 Kilocycles

KIUL—Garden City Broadcasting Co. (Homer A. Ellison & Frank D. Conard), Garden City, Kansas.—Construction permit to increase power from 100 watts to 250 watts and make change in transmitting equipment.

KIUL—Garden City Broadcasting Co. (Homer A. Ellison & Frank D. Conard), Garden City, Kansas.—Voluntary assignment of license to Frank D. Conard, tr/as Radio Station KIUL.

NEW—Rochester Broadcasting Corp., Rochester, N. Y.—Construction permit for a new standard broadcast station to be operated on 1240 ke., 250 watts power, unlimited hours of operation. Facilities of WSAY when vacated.

1250 Kilocycles

KWSC—State College of Washington, Pullman, Wash.—Authority to determine operating power by direct measurement of antenna power.

1400 Kilocycles

NEW—City of Sebring, Florida, Sebring, Fla.—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, 250 watts power and unlimited hours of operation.

FM APPLICATIONS

NEW—Blue Network Co., Inc., New York, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47900 kc.** with coverage of 8,950 square miles.

NEW—Keystone Broadcasting Corp., Harrisburg, Pa.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44700 kc.** with coverage of approximately 4,000 square miles.

NEW—Louis G. Baltimore, Wilkes-Barre, Pa.—Construction permit for a new high frequency (FM) broadcast station.

NEW—Nashville Radio Corp., Nashville, Tenn.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46500 kc.** with coverage of 16,000 square miles.

NEW—York Broadcasting Co., York, Pa.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45100 kc.** with coverage of approximately 1,550 square miles.

W2XWG—National Broadcasting Co., Inc., New York, N. Y.—License to change class of station from temporary Class II experimental high frequency broadcast station to a high frequency (FM) broadcast station (temporary facilities requested until construction completed under terms of B1-MPH-84 pending).

TELEVISION APPLICATIONS

W3XWT—Allen B. Du Mont Laboratories, Inc., Washington, D. C.—Construction permit for reinstatement of W3XWT and to request a change in transmitter site, power from 1,000 watts aural and visual to 2,000 watts aural and 4,000 watts peak visual, change type of transmitters and change emission from A3 and A5 to special and A5.

NEW—Louis Wasmer, Inc., Spokane, Wash.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (**50000-56000 kc.**).

FEDERAL TRADE COMMISSION DOCKET

COMPLAINT

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

Silogerm Company—A complaint alleging misrepresentation of bacteria cultures sold under the name "Silogerm," and advertised as being beneficial in the treatment of ensilage, has been issued against Elbert W. Bishop, Willard R. Bishop, Harold S. Bishop and Evelyn M. Heigis, trading as Silogerm Co., Bloomfield, N. J. (5136)

STIPULATIONS

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

General Veterinary Laboratory, 1704 Vinton St., Omaha, Nebr., entered into a stipulation to cease and desist from misrepresenting the therapeutic properties of veterinary preparations which it sells and recommends as effective in treating diseases of livestock and poultry. (3819)

Vitamelk Bread, Inc., 212 Market St., Shreveport, La., and Dawe's Vitamelk Laboratories, Inc., 4800 South Richmond St., Chicago, stipulated that they will cease and desist from certain misrepresentations in connection with the sale of Vitamelk Enriched Bread. (3820)

Reliable Home Equipment Co., Inc., 623 East Main St., Richmond, Va., stipulated that it will discontinue certain misrepresentations in connection with the sale of photographic enlargements. The stipulation also was signed by Henry J. Kaufman, trading as Henry J. Kaufman Advertising, Homer Bldg., Washington, D. C., who conducts an advertising agency which disseminated advertisements for the photographic enlargements sold by Reliable Home Equipment Co., Inc. (03200)

CEASE AND DESIST ORDERS

The Commission issued no cease and desist orders last week.