



URGENT

In order to make a complete and early presentation of the case for radio, NAB urgently needs your answers to the questionnaire on paid WAC Recruitment Advertising sent you on July 20. Please fill out and return the questionnaire immediately.

An analysis of 468 returns shows that 90.4% of the stations are in favor of accepting paid WAC recruitment advertising. 9.2% expressed themselves as opposed, while 0.4% are in the doubtful category.

CONFERENCE PLANS PROGRESS

Plans for the NAB Executives War Conference to be held in Chicago, August 28 to 31, are crystalizing, according to NAB President Harold Ryan. "There is every indication," said Mr. Ryan, "that our Conference will contribute constructively to ironing out some of our current industry problems and laying the foundation for more helpful coordination of radio's part in the war effort and in the period to follow. While broadcasting has performed a most important function in both military and civilian fields in the war period, tremendous strides in technical development create problems which must be resolved."

Important government officials, including Army and Navy personnel, have indicated a desire for personal consultation with the broadcasters and will attend the Conference. FCC Chairman James Lawrence Fly has accepted an invitation to address the Conference at one of its luncheons. While definite acceptances have not been had from others who are to fill the role of principal speakers, they are trying to clear their schedules so that they will be able to attend.

Attendance Limited

Every effort has been made to curtail the numbers who will attend the Conference so that only those essential to the discussions will be present. As a first step to this end, the Board of Directors has limited attendance to the personnel of NAB active and associate members. Personnel of stations or firms eligible to either active or associate membership and not in such membership will not be registered at the Conference.

Room Reservations

In the Special War Conference Bulletin of July 14, we asked that all who planned to attend the Conference use the hotel reservation form No. 3 which accompanied that bulletin. For the most part member stations have been cooperative and have given the information essential to placing their reservations in proper order with the hotel. We request any stations which may hereafter send in this Form No. 3 to please be sure to be specific as to time of arrival and departure and the type of accommodation desired and the names of all who are to occupy the rooms.

With reference to type of accommodations we are definitely limited under our contract with the hotel in the number of the larger accommodations available to us. This is one of the (Continued on page 260)



1760 N St., N.W. WASHINGTON 6, D. C. Phone NAational 2080

J. H. Ryan, *President*

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

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Director of Public Relations*; Howard S. Frazier, *Director of Engineering*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

CONFERENCE PLANS PROGRESS

(Continued from page 259)

penalties of a war-time meeting. Consistent with the practice in many other hotels, the Palmer House has cut down the number of suite accommodations, having converted many parlors into sleeping rooms. A very limited number of suites is available to NAB under the hotel contract.

NAB is obligated to provide suite accommodations for many of the associate members in compliance with their rights and privileges. This absorbs the larger portion of suites available. It is, therefore, going to be necessary to fill requests for suite accommodations with twin-bedded or single rooms. The applications for suites thus far received far exceed the supply and the allotment over and above those allocated to associate members has been assigned in the order in which requests were received. All who have requested suites and have through necessity been assigned other types of accommodation have, or will be advised, and may if they desire secure the suite type of accommodation in some other hotel by direct arrangement.

NAB is caring for hotel reservations ONLY at the Palmer House. Those desiring accommodations at other Chicago hotels are asked to communicate direct with such hotel.

RYAN ON NAB CODE AND CIO

"Doubtless all station managers are by now familiar with the critical comment on the NAB Code contained in the Radio Handbook issued by the CIO (pages 11-12).

"The decision as to what material is broadcast over the air must rest with someone. Congress placed this responsibility directly upon the licensee of the radio station. This responsibility cannot be shared with anyone whether it be the CIO or any other individual or organization.

"To act as a guide in solving the many problems that naturally arise in the exercise of this responsibility, the broadcasters of the country, through the NAB, have adopted a Code. This Code may not be perfect but it is an honest attempt on the part of the broadcasters to establish a sound policy of self-regulation in the public interest. In intent and in practical application the Code assures labor a fair allocation of radio time. It is the result of many years of experience by the broadcasters in meeting conflicting demands. The Association has a Code Committee which is constantly giving attention to matters arising under its provision. Thus additions or deletions may be made from time to time as circumstances may seem to dictate. This gives flexibility to the Code.

"Without the guiding hand of the Code chaos would result. There is no substitute for following its suggestions. Every station and every station management is urged to carefully and faithfully apply the recommendations of the NAB Code."

Will the members of NAB please inform headquarters of demands made upon them to depart from the Code and of the methods employed.

PRICE CENSORSHIP RELEASE

Byron Price, Director of the Office of Censorship, last Saturday (July 29) released a request to broadcasters and editors. The release follows:

"This special request is intended to direct your earnest attention to the developing situation in the Pacific and Far East, and to the continuing need for vigilance regarding the war in Europe and the provisions of the Press and Broadcasting Codes generally.

"As you know, it has been customary to re-survey the Codes at the end of every six months and make any needed adjustments. A year ago you were advised there would be no change, but were asked to review every Code provision with your respective staffs. Six months ago some relaxations were announced and a special request was issued relating to preparations for the European invasion.

"At this time we are making no changes in the Codes but are reemphasizing various aspects of voluntary censorship and drawing attention to the necessity for special precautions in the Pacific.

"The successes of the Allied Forces around the world do not diminish the need for voluntary censorship. On the contrary, it is more important than ever that the Codes be observed in spirit and in detail. Changing personnel in news rooms places an increased responsibility on management to see that the vital requirements of security are not overlooked. Each editor and broadcaster is urgently requested once again to take affirmative and positive action to see that every Code provision is re-read by and impressed upon every member of his staff.

"Please reexamine also the special request of January 19 regarding the European invasion and bear in mind that the need for all of the precautions mentioned continues unabated with respect to operations still to come in the European theater. The highest military authorities recognize and have stated that your alertness and cooperation contributed greatly to the security which was so vital to the success of the landing in France. Your continuing and increasing help is needed on the battlefields of Europe so long as the lives of our fighting men are in danger.

"With respect to the Pacific-Asiatic area, editors and broadcasters also have an inescapable responsibility. The enemy knows it is our intention to liberate the Philippines and all of the other territory now under Japanese occupation, and to carry the attack also to the Mainland of Japan by land, sea and air. What we must protect at all hazards, is information of the time, place and method of attack, the sequence of operations, the strength of the attacking forces, and their technical make-up and equipment.

"In every reference to the coming Pacific operations you are especially requested to keep in mind the Code provisions against publication or broadcast, without appropriate authority, of secret war plans; movement of ships and troops, including shifts of high officers or specialized personnel, or the presence of undisclosed units overseas; allied or enemy secret weapons and equipment and counter-measures of defense; and international negotiations dealing with military operations.

"Special precautions are necessary regarding information from abroad which bears on military plans and operations and involves any of the subjects listed above. No such information should be published or broadcast in this country if the enemy would be informed thereby. Information in the listed categories coming direct from a neutral or allied country but which might not be generally available in that country, should be submitted to the Office of Censorship before use. This restriction does not apply to material from enemy countries; material originating in British territory and cleared by British censorship; material cleared by Allied Military Censorship overseas; or material which already has been published, sent by radio, or otherwise generally disseminated in any area abroad. The test should be, "Does the enemy know this?"

"Speculation about forthcoming operations should be kept strictly within the limits laid down in the Codes and

no device of speculation or prediction used to disclose restricted information. It always is hazardous, in connection with future operations, to mention dates, even by month or season; or to point out the likelihood or desirability of an attack in any particular locality; or to forecast how many units will be employed, or the probable sequence of operations.

"Opinion on these subjects should be labeled as opinion, and no attempt made to set forth the actual expectations of commanders except in case of formal official announcement. Appropriate authority within the restricted list must be of unquestioned standing and all cases of doubt should be referred to the Office of Censorship.

"Let it be repeated that hard fighting lies ahead and that only the thoughtless and irresponsible will take chances which might help the enemy to kill Americans."

FLY DENIES RUMORED RETIREMENT

FCC Chairman, James Lawrence Fly, this week released the following statement:

"In view of the unreliable rumors as to my resignation from the Federal Communications Commission, I should like to set this matter at rest. I have been in the Government service for a continuous period of fifteen years. For some time I have been conscious of personal considerations which indicate the wisdom of my returning to the private practice of law. However, there are a few jobs to finish around here and I propose to see them finished. At the moment I have no definite plan except to remain here for some substantial period of time."

SECOND AND REVISED EDITION "IS YOUR HAT IN THE RING?" GUIDE TO POLITICAL BROADCASTERS

With this issue of NAB REPORTS is enclosed one copy of the second and revised edition of the NAB pamphlet "Is Your Hat in the Ring?"

This sixteen-page booklet is designed to assist political candidates in the preparation and delivery of their speeches for the air. It contains also Federal Communications Rules and Regulations governing broadcasts by candidates for public office.

Station requests for additional copies should be addressed to NAB headquarters in Washington, D. C. They will be sent free of charge.

NAB RESEARCH COMMITTEE MEETS

On Tuesday, August 1, the NAB Research Committee met at the Waldorf-Astoria in New York. The principal business of the committee was to receive a progress report of its Technical Sub-committee on the study of station coverage methods.

Those attending the meeting were: Hugh Feltis, Chairman, KFAB, Omaha, Nebraska; Roger W. Clipp, WFIL, Philadelphia, Pennsylvania; John Churchill, CBS, New York; Edward F. Evans, WJZ, New York; G. Bennett Larson, WWDC, Washington, D. C.; Barry T. Rumble, NBC, New York; Frank N. Stanton, CBS, New York; Jack Williams, WAYX, Waycross, Georgia; Richard Puff, Guest, MBS, New York; G. W. Vernon, Guest, BNC, Chicago; J. Harold Ryan, NAB, Washington, D. C.; Paul F. Peter, Secretary, NAB, Washington, D. C.; Helen H. Schaefer, Assistant to Research Director, NAB, Washington, D. C.

On Wednesday, August 2, the Research Committee met with the Board Sub-committee and the Sales Managers' Executive Committee to submit its progress report on the station coverage measurement project. Those in attendance in addition to the Research Committee were:

Board of Director's Committee: Frank King, Chairman, WMBR, Jacksonville, Florida; Hugh Half, WOAI, San Antonio, Texas; Harry Spence, KXRO, Aberdeen, Washington.

Sales Managers' Executive Committee: Dietrich Dirks, Chairman, KTRI, Sioux City, Iowa; James V. McConnell, NBC, New York; John E. Surrick, WFIL, Philadelphia, Pennsylvania; John M. Outler, Jr., WSB, Atlanta, Georgia; Sam H. Bennett, KMBC, Kansas City, Missouri; Arthur Hull Hayes, WABC, New York; Walter Johnson, WTIC, Hartford, Connecticut; Lewis H. Avery, Secretary, NAB, Washington, D. C.

The work of the Research Committee was commended by the combined group and plans were made for a final presentation at the NAB Convention, August 28 through 31, of a report on the station coverage study with a recommended method for industry use.

FM CHANNEL WIDTH STUDIED BY PANEL 1

Committee 1 of Panel 1, of which Dr. B. E. Shackelford is chairman, met in New York on July 24 to consider a subcommittee report on maximum utilization of FM spectrum space. This committee, as organized under RTPB, is charged with the responsibility of making recommendations considered desirable in order that the most efficient utilization can be made of radio frequencies.

The report on FM channel width, as revised at the July 24 meeting, is still preliminary inasmuch as the report has not been submitted to the entire panel for approval. Highlights of the report are recommendations for FM channels of 120 kc width and an audio frequency range of 10 kc. The comparison of the present standards as adopted by Panel 5 on FM Broadcasting (Panel 5 has requested additional channels above 50 megacycles) and the proposed recommendations of Panel 1 is given in the following table.

	Present (As adopted by Panel 5)	Recommended (As proposed by Panel 1)
Channel mid-frequency separation	200 kc	120 kc
Maximum over-all swing	150 kc	80 kc
Deviation Ratio	5	4
Transmitter tolerance	2000 cycles	1500 cycles
Upper extremity of audio range	15 kc	10 kc
Radio spectrum utilization for FM broadcasting	42-50 mc	41-50 mc
Number of broadcast channels		
Commercial	35	65
Educational	5	10

According to the subcommittee the above recommendations are subject to the modifications which may result from further studies of impulse noise and interference as outlined throughout the report.

RTPB ALLOCATION PANEL MEETS

RTPB Panel 2 on Allocation met in New York on July 27. Dr. C. B. Jolliffe, RCA Chief Engineer, is the chairman.

The meeting was called to consider frequency needs in that portion of the spectrum between 30 and 300 megacycles. Reports were received from most of the RTPB service panels concerning the specific frequencies requested for each of the various types of radio service.

Howard S. Frazier, NAB Director of Engineering and Chairman of Panel 4 on Standard Broadcasting, presented the preliminary request of Panel 4 that all frequencies presently assigned to broadcasters in that portion of the spectrum be made part of the RTPB allocation recommendation. Sixteen relay-pickup frequencies are involved in the 30 to 40 megacycles region and eight relay-pickup frequencies in that portion of the spectrum beginning at 156.075 megacycles and ending at 161.926 megacycles. Several requests were received from panels representing other services for these same frequencies.

ers for loyal and patriotic services rendered the Signal Corps of the Army of the United States in the accomplishment of its vital mission during a period of national emergency.

This acknowledgment of your distinguished contribution in furtherance of a future world at peace will be inscribed forever in the annals of the Signal Corps.

Harold Ryan has accepted the Certificate and is about to reply to General Matejka.

Now we shall hear Harold Ryan, President of the National Association of Broadcasters.

RYAN:

On behalf of the hundreds of radio stations throughout America which constitute the membership of the National Association of Broadcasters, I accept this Certificate of Appreciation from the Chief Signal Officer of the Army of the United States.

General Matejka, let me thank you also for the splendid words of recognition which you accorded the broadcasters just now in your presentation of this Certificate.

The efforts of radio stations to recruit and train personnel for the Signal Corps first began in the year preceding "Pearl Harbor." When the needs of actual warfare expanded the demands, the stations responded with every facility at their command.

Broadcasts, state meetings of educational institutions, letters and personal calls were used to obtain applicants for courses in radio instruction. Classes were held in radio station studios, school and college classrooms and even empty store rooms, with radio engineers giving liberally of their time as organizers and instructors.

The National Association of Broadcasters prepared two courses on the Fundamentals of Radio, each with a series of practical experiments. Recruits by the thousands were prepared for active army duty with the Signal Corps.

The radio stations gave much more than time on the air. The knowledge and time of station employees were dedicated in large measure to this undertaking. Thus it characterizes the devotion of broadcasters everywhere to the prosecution of the war, whether it be in recruiting military personnel or in the many services which broadcasting renders as a medium of communication with the people.

We share with you the determination to bring this war to a victorious conclusion. Official recognition of our services gives us a feeling of closer participation in the fight for world freedom and is a source of renewed inspiration for every broadcaster.

ANN:

The original Certificate of Appreciation which has been presented here today will be framed and hung in the headquarters of the National Association of Broadcasters in Washington, D. C. Copies of the original are being sent to the stations whose efforts, as members of the National Association of Broadcasters, earned this award.

We now refer you to the station to which you are listening for local station identification.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, August 7. They are subject to change.

Monday, August 7

NEW-KJAN—KNOE, Inc., Monroe, La.—C. P. and M. P. to change type of transmitter, change studio location and for approval of antenna, and transmitter location; 1450 kc., 250 watts, unlimited.

Tuesday, August 8

WGBG—Greensboro Broadcasting Company, Inc., Greensboro, N. C.—C. P. 850 kc., 250 watts night, 1 KW day (from LS to SS-Denver).

Thursday, August 10

NEW—Birney Imes, Jr., Meridian, Miss.—C. P., 1240 kc., 250 watts, unlimited.

Friday, August 11

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

Federal Communications Commission Action

APPLICATIONS GRANTED

WSIX—WSIX, Inc. (assignor), Jack M. Draughon, Louis R. Draughon, d/b as WSIX Broadcasting Station (assignee), WSIX, Inc. (licensee), Nashville, Tenn.—Granted consent to voluntary assignment of license of WSIX, Inc., licensee of Station WSIX, from WSIX, Inc., to Jack M. Draughon and Louis R. Draughon, d/b as WSIX Broadcasting Station; no monetary consideration involved; purpose is to change licensee from that of a corporation to a partnership (B3-AL-424).

WBTH—George W. Taylor, William P. Booker and William B. Hogg (transferors), Lewis Clark Tierney and Helen Scott Tierney (transferees), Williamson Broadcasting Corp. (licensee), Williamson, W. Va.—Granted consent to transfer control of Williamson Broadcasting Corporation, licensee of Station WBTH, by transfer of 144 shares, or 100%, of issued and outstanding capital stock from George W. Taylor, William P. Booker and William B. Hogg (transferors) to Lewis Clark Tierney and Helen Scott Tierney, for a consideration of \$26,000 (B2-TC-385).

R. O. Hardin and J. C. Buchanan, d/b as Nashville Broadcasting Co., Nashville, Tenn.; and E. E. Murrey, Tony Sudekum, Harben Daniel and J. B. Fuqua, d/b as Tennessee Broadcasters, Nashville, Tenn.—Granted petition of Nashville Broadcasting Company for reinstatement of its application for construction permit for new broadcast station, and designated said application for consolidated hearing with applications of (1) Tennessee Broadcasters for new station, (2) J. W. Birdwell for new station, and (3) Nashville Radio Corporation for new station (B3-P-3190, Docket No. 6191), (B3-P-3621), (B3-P-3651), (B3-P-3034), respectively.

Gus Zaharis, South Charleston, W. Va.—Granted construction permit for new experimental television broadcast station to

WRCL—Columbia Broadcasting System, Inc., area of New York, N. Y.—Granted license to cover construction permit which authorized a new relay broadcast station to be used with standard broadcast station WABC. (B1-LRE-434)

WFLA—The Tribune Company, Tampa, Fla.—Granted modification of construction permit, which authorized increase in power from 5 KW, day and night, and 1 KW night to 5 KW day and night, and changes in directional antenna for night use, for extension of completion date from August 1 to September 15, 1944 (B3-MP-1757).

WMFM—The Journal Company (The Milwaukee Journal), Milwaukee, Wisconsin.—Placed in pending file in accordance with Commission policy adopted February 23, 1943, application for construction permit to change frequency from 45,500 to 43,900 kc., coverage from 8,500 to 17,828 square miles and make changes in antenna system. (B4-PH-268)

Placed in pending file in accordance with Commission policy adopted February 23, 1943, the following applications for construction permits for new high frequency (FM) broadcast stations:

Cincinnati Broadcasting Co., Cincinnati, Ohio (B2-PH-270); Oregonian Publishing Co., Portland, Oregon (B5-PH-272).

Placed in pending file in accordance with Commission policy adopted February 23, 1943, the following applications for construction permits for commercial television broadcast stations:

Albuquerque Broadcasting Co., Albuquerque, N. Mexico (B5-PCT-60); KLZ Broadcasting Co., Denver, Colo. (B5-PCT-63); The Pulitzer Publishing Co., St. Louis, Mo. (B4-PCT-62); The WGAR Broadcasting Co., Cleveland, Ohio (B2-PCT-59); WKY Radiophone Company, Oklahoma City, Okla. (B3-PCT-64); Jos. M. Zamoiski Co., Baltimore, Md. (B1-PCT-61).

APPLICATIONS FILED AT FCC

930 Kilocycles

WTAD—Illinois Broadcasting Corp., Quincy, Ill.—Transfer of Control of licensee corporation from W. Emery Lancaster to Lee Broadcasting, Inc.

WTAD—Illinois Broadcasting Corp., Quincy, Ill.—Voluntary assignment of license to Lee Broadcasting, Inc.

960 Kilocycles

NEW—KOVO Broadcasting Co., Provo, Utah—Construction Permit to change frequency from 1240 kc. to 960 kc., increase power from 250 watts to 1 KW, install new transmitter, directional antenna for night use and move transmitter.

1190 Kilocycles

KEX—Oregonian Publishing Co., Portland, Oregon—Voluntary assignment of license to Westinghouse Radio Stations, Inc.

1240 Kilocycles

WGCM—WGCM, Inc., Gulfport, Miss.—Voluntary Assignment of License to WCCM Broadcasting Company, a co-partnership composed of Hugh O. Jones, William E. Jones, and James O. Jones.

WGCM—WGCM, Inc., Gulfport, Miss.—Construction Permit to install a new transmitter.

KROY—Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney, d/d as Royal Miller Radio, Sacramento, Calif.—License to cover construction permit (B5-P-3497) which authorized increase in power and installation of new transmitter.

KROY—Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney, d/b as Royal Miller Radio, Sacramento, Calif.—Authority to determine operating power by direct measurement of antenna power.

WSNJ—Eastern States Broadcasting Corp., Bridgeton, New Jersey—Special Service Authorization to broadcast as a public service and without charge, work shifts scheduled by the Deerfield Packing Corp. and Seabrook Farms for a period of approximately one minute beginning at 2 p.m. and 8 p.m., EST, daily, for the period ending 10-15-44.

1340 Kilocycles

WAIR—C. G. Hill, George D. Walker and Susan H. Walker, Winston-Salem, N. Car.—Voluntary assignment of license

to C. G. Hill and George D. Walker, d/b as WAIR Broadcasting Company.

WTEL—Foulkrod Radio Engineering Co., Philadelphia, Penna.—Construction Permit for reinstatement of B2-P-3124 which expired for increase in power from 100 watts to 250 watts and changes in transmitting equipment.

1370 Kilocycles

WSAY—Brown Radio Service and Laboratory (Gordon P. Brown, Owner), Rochester, New York—Modification of Construction Permit (B1-P-2924 as modified, which authorized change in frequency, increase in power, installation of directional antenna, new transmitter and move) for extension of completion date from 9-1-44 to 11-1-44.

1400 Kilocycles

NEW—Joe L. Smith, Jr., Charleston, W. Va.—Construction Permit for a new Standard Broadcast Station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation.

NEW—City of Sebring, Florida, Sebring, Fla.—Construction Permit for a new Standard Broadcast Station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation. Amended to change frequency to 1430 kc., power to 1 KW, change type of transmitter and make changes in antenna.

1450 Kilocycles

WILM—Delaware Broadcasting Co., Wilmington, Delaware—Transfer of control of licensee corporation from J. Hale Steinman and John F. Steinman to Alfred G. Hill (50.5%) also includes transfer of stock to Julia G. Hill and Chester Times.

WGL—Westinghouse Radio Stations, Inc., Fort Wayne, Indiana—Voluntary assignment of license to Farnsworth Television and Radio Corporation.

1490 Kilocycles

NEW—Southern Tier Radio Service, Inc., Binghamton, N. Y.—Construction Permit for a new Standard Broadcast Station to be operated on 1490 kc., power of 250 watts, unlimited hours of operation, facilities of WOLF when WOLF goes on 1450 kc. Amended to omit request for facilities of WOLF and change corporate structure.

FM APPLICATIONS

NEW—E. Anthony & Son., Inc., Boston, Mass.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 43400 kc., with coverage of 19,650 square miles.

NEW—World Publishing Company and Tulsa Tribune Company, Tulsa, Okla.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 45700 kc., with coverage of 23,850 square miles.

NEW—W. O. Pape tr/as Pape Broadcasting Company, Mobile, Alabama—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 46100 kc., with coverage of 10,000 square miles.

NEW—Banks of Wabash, Inc., Terre Haute, Ind.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 48700 kc., with coverage of 7442 square miles. Amended to change coverage to 7440 square miles.

NEW—Shelbyville Radio, Inc., Shelbyville, Indiana—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 46110 kc., with coverage of 3,730 square miles.

NEW—James Broadcasting Co., Inc., Jamestown, New York—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 46100 kc., with coverage of 10,352 square miles.

NEW—The Reporter Broadcasting Co., Abilene, Texas—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 45700 kc., with coverage of 6,936 square miles.

NEW—Nevada Broadcasting Co., Las Vegas, Nevada—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on 49500 kc., with coverage of 560 square miles.

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Designed to enable radio station executives to keep up to date on the promotion plans and thinking of department stores and other leading retailers, the NRDGA PROMOTION EXCHANGE will be mailed to each NAB member station ten times during the next twelve months. Be sure it is routed to the entire sales staff.

MRS. LEWIS NAMED CHAIRMAN

Following the conference held July 27th on Farm & Safety, by the N. Y. State Department of Health, Mrs. Dorothy Lewis, NAB Director of Listener Activity, was appointed Chairman of the Radio Committee of the State Advisory Committee on Home and Farm Safety.

CHILDREN'S PROGRAM IDEAS

NAB, through its Listener Activities Division, maintains one of the largest files of Children's Programs in the world. Information is available to broadcasters at all times. Most recent contributions came from Mr. Roger Clipp, Manager of WFIL. Their program, MAGIC OF BOOKS, has received the following high commendation from The Free Library of Philadelphia:

"We thank you for your magnificent work for the children of Philadelphia. This program has brought about the first direct tie-up between the library and the public school children. We understand that over 1,000 children crowd the lecture hall to hear 'Skipper Dawes' and that there is a great demand for books."

Alexander J. Stoddard, Superintendent of Schools, also extended appreciation and continued cooperation.

Here is the general format of the series:

"MAGIC OF BOOKS—This is a quarter-hour program broadcast once a week during school hours and listened to by the children either during class or in assembly. The grades covered are from the third to the sixth inclusive with the age range nine through twelve years.

"Each week Skipper Dawes, our Educational Director, tells the children over the air a story taken from a book selected in cooperation with the school and the public library. At the same time, he announces that he will be in one of the branches of the public library at such and such an address to tell another story. The children in the school closest to that branch are invited to come to the library and see and hear Skipper Dawes read a story in person. While the children are gathered around him, Skipper Dawes invites two or three to read aloud their favorite story to the group. The boy or girl performing the most creditably is then invited to appear with Skipper Dawes on his program the following week.

"Mr. F. H. Price, the Librarian of the Free Library of Philadelphia, was so impressed with the program that he authorized the printing of 50,000 book markers publicizing the MAGIC OF BOOKS and listed the books from which stories would be told during future broadcasts.

"Our experience with the MAGIC OF BOOKS has shown conclusively that it is definitely in the realm of public service and we are quite happy to relate appeals mightily to the youngsters to whom it is directed."

Two other series will be broadcast this fall.

MUSIC ON THE AIR operates with the full cooperation of the Radio Committee of the Public School System and will have the added value of the advice and collaboration with a local musical organization.

SCIENCE IS FUN will appeal to the same nine to twelve age level. Scripts will be prepared under the supervision of the Franklin Institute. Scientific facts will be explained in story form. A special manual will be available to every principal and teacher in the particular grades approached.

This pooling of resources and facilities deserves praise and study by broadcasters everywhere. The series are applicable to many communities.

SCHOOL BROADCAST CONFERENCE SET

The entire structure of school broadcasting as it affects the schools, local stations and networks, is to be considered as the agenda for the Eighth Annual Meeting of the School Broadcast Conference, to be held at the Morrison Hotel in Chicago, October 23 and 24.

Dr. Lyman Bryson, Director of Education for the Columbia Broadcasting System, will serve as permanent chairman.

Questions scheduled for consideration in general sessions are: The Philosophy of Radio Education and the Classroom Use of Radio; In-school and School Producing Groups and their Administrative Problems; Implications in the Growth of FM Educational Broadcasting; Educational Radio and Television Look to the Future.

"The problems of the school broadcasting and public service programming have grown so remarkably that no Conference as previously set-up can cope with them," said George Jennings, Director of the meeting. This session has been planned as a working conference, with all delegates attending all sessions. Broadcasters and educators will have an opportunity to present and discuss their problems . . . so that the educator may have the benefit of the broadcaster's radio experience and the broadcaster may have the benefit of the educator's classroom experience, to the end that school and public service broadcasting may become the potent factor in education and American life that it can be."

CHICAGO SCHOOL BROADCASTS GROW

According to George Jennings, Director of the Radio Council of the Chicago Public Schools, the number of school broadcasts has grown rapidly. The statement follows:

"Five major commercial radio stations, supplemented by the Board of Education's owned and operated FM station, WBEZ, carried radio programs into 5800 classrooms of the Chicago Public Schools during the months of February through June, 1944, according to a semi-annual report of radio listening in the Chicago schools, just released by the Radio Council. 263,561 students in 403 Chicago schools heard one or more broadcasts during any average week in the five-month period covered by the survey.

"Programs released by WIND, WJJD, WMAQ, WBBM, WLS and WBEZ figured in the survey, with WIND releasing 69 Radio Council broadcasts to an audience of 1296 classes; WJJD releasing 72 Radio Council broadcasts to 814 classes; WLS Schooltime (a five-a-week strip) was heard in 389 classes; WBBM-CBS American School of the Air was heard in 266 classes. Five hundred and seventy-two classes reported listening to WBEZ (FM) and 2492 classes reported that they listened to special broadcasts on both WBEZ and other local Chicago stations. The program released by WMAQ is a Saturday morning broadcast and no classroom figures are available on it.

"The number of frequency modulation receivers in the schools doubled in comparison with a survey for the first half of the school year 1943-1944. Total hours of operation for the FM Station WBEZ increased from 207 hours for the first half of the year to 385 hours. Total time on commercial stations increased from 31 hours and 30 minutes to 48 hours and 30 minutes.

"Reported number of students listening to radio in classrooms increased by 81,000; much of this increase can be attributed to the re-scheduling of programs released on standard stations on Station WBEZ at a more convenient time for teachers and classes.

"Despite obsolescence and inability to repair standard receiving sets in use in schools as well as a loss of sets through theft, the total number of classroom receivers increased by 135 sets. Many of these sets are 'on loan' to schools by teachers and families with more than one set, although some of the increase is due to the purchase of new pre-war FM receivers.

"Attendance at lectures arranged with local Chicago service institutions, such as the Chicago Natural History

Museum (Field Museum), the Museum of Science and Industry, and others which are planned to supplement broadcasts, increased from 456 for seven lectures to 1069 for eight lectures. Members of the Radio Council Staff visited 308 Chicago schools and 161 schools participated in the Council's second semester evaluation of program project. 564 different evaluation reports were received on Council broadcasts."

BE ON THE LOOKOUT

John Carl Jeffrey, Manager of Radio Station WKMO, Kokomo, Indiana, reports the activities of an individual who operated in that community under the name of Harry Keefe. This party is a smooth talker who conducts radio programs on a participating basis with stations. He comes originally from Cedar Rapids, Iowa. He is about 55, 5' 9" tall, weighs about 210 pounds, has peculiar streaked hair of black, yellow and white. He is alleged to have passed over \$100 worth of spurious checks. Radio operators are cautioned to be on the lookout. NAB would appreciate any advice regarding this party's movements.

WROK COVERS 200 TRAFFIC SPOTS

On display in 200 stores, windows and other key traffic spots in Rockford, Ill., are blue and white placards distributed by station WROK to advertise Blue Network shows. Size 14 x 22 inches, the posters will be changed monthly. First in series plugs "Blonde", "Breakfast at Sardi's" and Philco Summer Hour. Sponsor of each program is listed beneath the title.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission. They are subject to change.

Wednesday, August 9

- NEW—Birney Imes, Jr., Meridian, Mississippi (Applicant for C. P. for a new station to operate on 1240 kc., 250 watts, unlimited).—Petition for leave to amend application; the applicant attorney: Paul Spearman.
- NEW—Birney Imes, Jr., Meridian, Mississippi (Applicant for C. P. for a new station to operate on 1240 kc., 250 watts, unlimited).—Petition to intervene; Mississippi Broadcasting Company, Inc. Attorneys: Raymond H. Beebe and Raymond C. Cushwa.

Tuesday, August 15

- WHKC—United Broadcasting Co., Columbus, Ohio.—Petition (filed 6-2-44) by International Union, United Automobile, Aircraft and Agricultural Implement Workers of America, affiliated with the Congress of Industrial Organizations, and Local 927, UAW-CIO, Columbus, Ohio, for reconsideration and hearing, directed against the action of the Commission on 5-16-44, granting the above-entitled application.

Federal Communications Commission Action

APPLICATIONS GRANTED

- KORE—Frank L. Hill and Violet G. Hill, d/b as Eugene Broadcast Station, Eugene, Oregon.—Granted request for waiver

of Section 1.364 of the regulations requiring filing of application for involuntary assignment of license within 30 days of the death of assignor; granted additional 30 days within which to file such application.

- Birney Imes, Jr., Meridian, Miss.—On the Commission's own motion, continued hearing in Docket 6596 scheduled for August 10, until September 8, 1944. (Application is for construction permit for new station.)
- WJLS—Joe L. Smith, Jr., Beckley, W. Va.—Scheduled for oral argument on August 30, 1944, in re application for construction permit to make changes in equipment of WJLS for operation on 560 kc. with 100 watts power night, 250 watts day, unlimited time. (Proposed Findings No. B-199; Docket No. 5972.)
- KNET—Palestine Broadcasting Corp., Palestine, Texas.—Granted modification of license to change hours of operation from daytime only to unlimited (B3-ML-1196).
- WRNL—John Stewart Bryan, Douglas S. Freeman and D. Tennant Bryan (Transferors); Richmond Newspapers, Inc. (Transferee); Richmond Radio Corp. (Licensee), Richmond, Va.—Granted consent to transfer control of Richmond Radio Corp., licensee of station WRNL, and relay stations WEOH and WAHM, from John Stewart Bryan, Douglas S. Freeman and D. Tennant Bryan to Richmond Newspapers, Inc., representing 500 shares, or 100% of all authorized, issued and outstanding common voting stock. The consideration for these shares is cancellation of notes of the transferors aggregating \$25,000 due to and held by transferee (B2-TC-381).
- WMRN—Howard F. Guthrey and Florence Guthery (Transferors), Robert T. Mason (Transferee), The Marion Broadcasting Co. (Licensee), Marion, Ohio.—Granted consent to transfer of control of The Marion Broadcasting Co., licensee of Station WMRN from Howard F. Guthrey and Florence Guthery (Transferors) to Robert T. Mason (Transferee), involving sale of 101 shares, or 50.5% of the issued and outstanding capital stock of licensee for a consideration of \$13,837 (B2-TC-398).
- WDEF—Joe W. Engel (Assignor), WDEF Broadcasting Co. (Assignee), Chattanooga, Tenn.—Granted consent to assign the license of Station WDEF from Joe W. Engel to WDEF Broadcasting Co., involving transfer from an individual to a corporation controlled by him (B3-AL-420).
- KLBM—Ben E. Stone (Assignor), Inland Radio, Inc. (Assignee), LaGrande, Ore.—Granted consent to assign the license of Station KLBM from Ben E. Stone to Inland Radio, Inc., for a consideration of \$15,000 (B5-AL-423).
- KTAR—KTAR Broadcasting Co., Phoenix, Ariz.—Granted renewal of license on a regular basis.
- KTW—The First Presbyterian Church of Seattle, Seattle, Wash.—Granted renewal of license for the period ending May 1, 1947.
- WJAX—City of Jacksonville, Jacksonville, Fla.—Granted renewal of license for the period ending May 1, 1947.
- WSAP—Portsmouth Radio Corp., Portsmouth, Va.—Granted motion to dismiss without prejudice application for construction permit to change frequency from 1490 to 1240 kc.
- KCRJ—Central Arizona Broadcasting Co., Jerome, Ariz.—Granted authority to cancel outstanding license, delete call signal KCRJ, and close records of this station. Denied request to reserve this call signal.
- WGST—Ga. School of Technology, Atlanta, Ga.—Granted license to cover construction permit which authorized changes in transmitting equipment and increase in maximum rated carrier power output of auxiliary transmitter (B3-L-1811).
- WKAQ—Radio Corp. of Puerto Rico, San Juan, P. R.—Granted modification of construction permit for extension of completion date to 1-26-45 (B-MP-1755).
- W9NEK—Courier-Journal and Louisville Times Co., near Eastwood, Ky.—Granted license to cover construction permit for new developmental broadcast station on an experimental basis only; 45500 kc., or other frequencies at the direction of the Commission. 1 KW (B2-LEX-17).
- KUDT—A. H. Belo Corp., Portable, area of Dallas, Tex.—Granted license to cover construction permit for new relay broadcast station frequencies; 156750, 158400, 159300 and 161100 kc., 100 watts (B3-LRE-436).
- WKAQ—Radio Corp. of Puerto Rico, San Juan, P. R.—Granted modification of construction permit for extension of completion date to 1-26-45 (B-MP-1756).