



# Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 13, No. 9, March 2, 1945

## BOARD OF DIRECTORS MEET

The NAB Board met in Washington on Tuesday and Wednesday (February 27-28). All members, with the exception of William B. Way, were present. Mr. Way was detained in Tulsa because of a banquet being given in his honor as retiring president of the Tulsa Club.

Hugh M. Feltis, Director-at-Large for large stations, submitted his resignation. Having accepted the presidency of Broadcast Measurement Bureau, he has severed his connection with KFAB and is, therefore, no longer eligible for membership on the Board. His resignation was accepted with regrets and Leonard Reinsch, WSB, Atlanta, was elected to serve out his term.

## Membership and Meetings

A membership report was submitted which disclosed that there are now 654 active members and 37 associate members, or a total of 691. An analysis of the active membership shows that there are 635 AM stations, 16 FM stations, 1 television station, and 2 networks. There has been a gain of 31 active members in the three months since the Board last met in November.

The Board ratified the action of President Ryan in canceling plans for the membership meeting in 1945. They approved the holding of the remainder of the District meetings, consistent with the Government policy regarding outside attendance.

Acting under the By-Laws, which give the Board authority to conduct election of Directors-at-Large by mail ballot and to determine the date upon which the new NAB year shall begin, the Board designated July 1 as the beginning of the new year and the time at which newly elected District Directors and Director-at-Large shall assume their offices.

Pursuant to the By-Laws, the District Director members of the Board constituted a Nominating Committee for the purpose of selecting nominees for Directors-at-Large for the ensuing one-year term. Two Directors in each classification—large stations, medium stations and small stations—are to be elected. Those nominated are:

- Large Stations**—W. H. Summerville, WWL, New Orleans, Louisiana  
J. Leonard Reinsch, WSB, Atlanta, Georgia  
J. O. Maland, WHO, Des Moines, Iowa  
Lee B. Wailes, KYW (Westinghouse Stations), Philadelphia, Pa.  
Paul W. Morency, WTIC, Hartford, Connecticut
- Medium Stations**—G. Richard Shafto, WIS, Columbia, South Carolina  
T. A. M. Craven, WOL (Cowles Stations), Washington, D. C.  
Robert E. Priebe, KRSC, Seattle, Washington  
Clarence T. Hagman, WTCN, Minneapolis, Minnesota  
E. E. (Ted) Hill, WTAG, Worcester, Massachusetts

F. M. Doolittle, WDRC, Hartford, Connecticut  
George M. Burbach, KSD, St. Louis, Missouri

**Small Stations**—Dietrich Dirks, KTRI, Sioux City, Iowa  
Frank King, WMBR, Jacksonville, Florida  
Clair R. McCollough, WGAL (Mason-Dixon Group), Lancaster, Pa.  
Dale L. Taylor, WENY, Elmira, New York  
Matthew H. Bonebrake, KOCT, Oklahoma City, Oklahoma  
Marshall Pengra, KRNR, Roseburg, Oregon

These nominations will be officially submitted to the membership on May 15. Under the By-Laws, any ten members acting in concert or individually may submit additional nominations for any classification. Such nominations must be made within 15 days, or in this case by June 1. The voting is then conducted by mail and 20 days is given within which to cast the ballots. The two from among all the nominees in each classification receiving the highest number of votes are declared elected. The Directors so elected under the plan adopted by the Board, will assume their offices on July 1.

Because of the Government restriction on travel, it was necessary to divide the 5th District meeting into two sessions, one at Atlanta for the Georgia and Alabama broadcasters, and one at Jacksonville for the Florida and Puerto Rico broadcasters. An election of a District Director must be held in that District. The Board adopted a resolution providing for the holding of a mail election under the supervision of Ernst and Ernst. This election will be conducted within the next 30 days.

## Broadcast Measurement Bureau

President Hugh M. Feltis of the Broadcast Measurement Bureau, reported a very gratifying response as a result of the nine District meetings thus far held. His report showed that a total of 285 stations have thus far subscribed. He expressed confidence that in the 9 District meetings lying ahead the total would be more than doubled. He further reported that the BMB Board is rapidly completing the details of internal organization and he expects to have the Bureau in full operation before April 1.

## 7th War Loan

Ted Gamble, Director of the War Finance Division of the Treasury Department, was the luncheon speaker on Tuesday and outlined the plans and purposes of the 7th War Loan Drive and the relation of broadcasters thereto. Full information regarding this matter will be sent to all broadcasters well in advance of the opening of the 7th War Loan Campaign. Tom Lane, Director of the Advertising, Press and Radio Section, and Eugene Carr, Assistant to the President of the G. A. Richards' stations (WJR-WGAR-KMPC), loaned to serve in the 7th War Loan, also were guests.

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

J. H. Ryan, President

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

Lewis H. Avery, Director of Broadcast Advertising; Robert T. Bartley, Director of Government Relations; Helen A. Cornelius, Asst. Director of Broadcast Advertising; John Morgan Davis, General Counsel; Willard D. Egolf, Director of Public Relations; Howard S. Frazier, Director of Engineering; Dorothy Lewis, Coordinator of Listener Activity; Paul F. Peter, Director of Research; Harlan Bruce Starkey, Chief, News Bureau; Arthur C. Stringer, Director of Promotion.

## BOARD OF DIRECTORS MEET

(Continued from page 83)

### Public Relations

John Patt (WGAR), Chairman of the NAB Public Relations Executive Committee, had expected to appear before the Board to present the report and recommendations of that Committee, which held a two-day session in Washington last week. Illness in his family prevented Mr. Patt from attending and the report was received from Willard Egolf, NAB Public Relations Director. Acting upon the suggestion of the NAB Public Relations Committee the Board adopted the following resolution:

WHEREAS the Association of Women Directors of the National Association of Broadcasters has undertaken a national campaign entitled "Women of the United Nations," wherein women broadcasters will make a significant contribution to world unity, and

WHEREAS, this campaign was launched on February 17, 1945, at a conference and luncheon in New York City, in which women representatives of many nations and leaders of women's organizations in the United States, including the wife of the President of the United States, Mrs. Franklin D. Roosevelt, participated, therefore

BE IT RESOLVED, that the Board of Directors of the National Association of Broadcasters commend the Association of Women Directors of NAB, together with Mrs. Dorothy Lewis, NAB Co-ordinator of Listener Activity, on this activity, and

BE IT FURTHER RESOLVED, that copies of this resolution shall be furnished to Mrs. Lewis and the officers and directors of the Association of Women Directors and spread upon the records of the National Association of Broadcasters.

### Code Discussed

An interim report of the NAB Code Committee was submitted by Lee B. Wailes, Chairman. A lengthy general discussion of the Code and industry policy was had in order that the Committee might have the benefit of the thinking of the entire Board. At the suggestion of Chairman Wailes the Board Liaison Committee to the Code Committee was increased by two members. This Committee now consists of Kolin Hager, WGY; Don S. Elias, WWNC; F. M. Russell, NBC; Campbell Arnoux, WTAR; and Paul W. Morency, WTIC.

Following the Board meeting Chairman Wailes announced that March 31 and 22 were the dates tentatively set for the Code Committee to meet in New York.

### Labor and Sales Departments Report

John Morgan Davis, NAB General Counsel and Labor Relations Director, reported on the work of the Labor Executive Committee in perfecting plans for the enlargement of the employer-employee relations service of NAB. These plans were initiated at a meeting of the Labor

Executive Committee meeting held in Washington in January, and another meeting is to be held in New York next week (March 6-7).

The Board adopted the following resolution recommended by the Sales Managers Executive Committee:

WHEREAS the use of so-called "cow-catcher" and "hitch-hike" announcements militates against the interests of radio listeners generally by tending to create annoyance, confusion, and misunderstanding in the minds of such listeners, now, therefore,

BE IT RESOLVED, that the NAB Board of Directors urges all broadcasters to eliminate so-called "cow-catcher" and "hitch-hike" announcements from network, national spot and local programs at the earliest possible date.

They also adopted another recommendation of the Sales Managers Executive Committee as follows:

WHEREAS it should be the constant aim of radio station management to present programs of varied interest, and to promote such programs to the end that the number of sets in use shall increase, and

WHEREAS, the present practice of network, non-network and local advertisers of calling attention to their programs on competing stations or networks tends only to divide the existing audience, now, therefore,

BE IT RESOLVED, that the Board of Directors urges the broadcasting industry to discourage and ultimately to deny to network, non-network, and local advertisers the privilege of calling attention on one program to another program on a competing station or network.

### Nominating Committee Enlarged

The Committee to Select a President to succeed Harold Ryan, whose term expires on July 1 and who has indicated his intention to give up the office at that time, reported progress. That Committee, made up of President Ryan, G. Richard Shafto, and James W. Shouse, was enlarged to include John J. Gillin, Jr., Paul W. Morency and Don S. Elias.

### Miscellaneous Actions

A recommendation of the Radio News Committee was endorsed by the Board and ordered sent to all member stations. This report is now being prepared and will be sent out as a separate mailing within the next few days.

Don S. Elias, Chairman of the NAB Legislative Committee, gave an over-all report on legislative matters.

The plan for an Academy of Radio Arts and Sciences was discussed at some length and the matter was referred to the Public Relations Committee for detailed study and recommendation.

Hugh A. L. Half, who for the past two years has served as District Director for the 13th District (Texas), tendered his resignation due to ill health. The resignation was accepted and Martin Campbell was elected by the Board to fill out Mr. Half's term, which expires on July 1. At the recent 13th District meeting, Mr. Campbell had been elected for the following two-year term.

The Board voted to hold its next meeting at some time around the middle of May at Omaha, Nebraska.

### PETRILLO ASSAILED AS MENACE TO AMERICANS

On George Washington's 213th birthday, James C. Petrillo, president, American Federation of Musicians, was assailed before the House Committee on Interstate and Foreign Commerce during consideration of the Dondero bill (NAB REPORTS, Vol. XIII, page 50) to prevent Petrillo from interfering with non-commercial educational and cultural broadcasts.

Accusations were made to the accompaniment of a children's symphony and were voiced by Joseph E. Maddy, president of the Interlochen, Michigan, music camp, who described Mr. Petrillo as "a despotic dictator" and a "menace to all Americans . . . an arrogant labor leader quarreling with school children."



Paul A. Porter, FCC Chairman, joined in support of the legislation already passed unanimously by the Senate in the Vandenberg bill to which the Dondero bill is a companion. Porter told the House Interstate Commerce Committee that the legislation "represents a desirable objective and merits approval."

Maddy and Porter said that the musicians, headed by Petrillo, had banned the broadcasts by the National High School Symphony Orchestra from Interlochen and subsequently threatened action against union musicians engaged as instructors at the Camp.

In an unusual show for Capitol Hill, Interlochen officials set up a complete motion picture plant, sound and all, in a committee room, and treated the lawmakers with symphony, as played by the Interlochen children.

Porter told the committee that the union's action against Interlochen "results in a severe restriction being imposed upon what may be broadcast" and added:

"We must make sure that no arbitrary restrictions are imposed by private groups concerning material which shall be broadcast.

"It is the commission's constant endeavor to see that the radio industry keeps itself as free as possible of all unreasonable restraint so that the radio stations are in a position to discharge their obligation of operating in the public interest. . . .

"If an organization can prevent radio stations from broadcasting a concert by high school students, a precedent is established whereby broadcast of speeches, forums, conventions, etc., will be prevented."

Representative Dondero told the committee, "Liberty is being assassinated." He said that requests for a Navy band to participate in a soldiers' memorial service in his home town of Royal Oak had been refused "without any definite explanation," and Secretary Forrester had not replied to his request for an explanation.

"I asked when did a musicians' union become more powerful than the Government of the United States?" said Mr. Dondero. "That question has not been answered yet."

Petrillo did not attend the hearing, nor was he represented. When no one responded for the union, Representative Wolverton (New Jersey) said:

"Can we assume that they are not interested in what this committee does? In my eighteen years of Congressional services I have never seen a situation where a man so directly involved in proposed legislation was not even present or represented when it was up.

Other committee members nodded in approval and Representative Brown of Ohio interjected:

"I don't believe this bill goes as far as desired. Seemingly, Mr. Petrillo is not interested in this committee. Perhaps he is doing the same thing he did toward the President of the United States—taking a defiant attitude. Mr. Petrillo has asked for it, and it is about time Congress let him have it."

Chairman Clarence F. Lea of California said he wanted definite fines and imprisonment penalties written into the legislation, to be applied to any violator. Mr. Lea added:

"Members seem to want broader legislation than we have before us."

Army and Navy officers appeared before the committee and told the members of protests by the union locals against performances by service bands. These, they indicated, were "borderline" cases where the local contended a service band competed with local musicians.

The officers explained that regulations prohibit service men from competing with private arts, trades and professions, and that their bands are permitted to appear at patriotic and non-commercial functions.

One point, often mentioned in the discussions, was emphasized by Representative Brown who said that although

## REPRINTS OF HOLLISTER TALK BEFORE NRDGA CONVENTION

There was so much sound advice for retailers and encouragement for broadcasters in the talk delivered by Paul M. Hollister, Vice-President of the Columbia Broadcasting System, before the annual convention of the National Retail Dry Goods Association in New York on January 11, that NAB obtained permission to reprint this address. With this issue of the NAB REPORTS a copy of the reprint is enclosed. A separate mailing of the reprint will be made to radio station commercial managers. Additional copies are available on request.

Petrillo's wings must be clipped there was no desire to interfere with the legitimate functions of a union.

## PETRILLO AFTER TELEVISION

In the February issue of "The International Musician," official journal of the American Federation of Musicians, the policy of AFM toward television is high-lighted. In a box on the front page we find the following:

"Re Television: By order of the International Executive Board, members of the American Federation of Musicians are not permitted to play for television in any form until further notice. (signed) James C. Petrillo, President, AFM."

At the AFM meeting in Chicago last summer a report was adopted, the essential features of which are a statement that "television, if not controlled will have the same nefarious effect on the livelihood and future of the members of the American Federation of Musicians as the 'talkies' had when they made their appearance. \* \* \*"

The report empowered the creation of a committee to collaborate with Petrillo in order to enact laws and measures which they deemed beneficial to the AFM membership with respect to television. The above order is the result.

## DRASTIC ACTION DEMANDED

The following editorial, entitled "Petrillo and Congress," appeared in a recent issue of *Editor & Publisher*:

James Caesar Petrillo has nothing whatever to do with the newspaper business, except that many newspapers own or are financially interested in radio stations and this gentleman rules the networks with a firmer hand than the heads of those organizations.

However, Petrillo is a symptom of what is wrong with our labor laws which permit a labor leader to wield the sword of Damocles over all employers of men in his union, and also to coerce the individual worker to do his bidding.

Last week we pointed out his refusal to recognize a decision of the NLRB and the rights of other unions and individuals, and his ability to dictate terms to the large broadcasting networks.

This week his action in placing the National Music Camp on the "unfair list" has the effect of ruining any radio station that dares to employ musicians who might have the temerity to work for the Music Camp, and it also ruins any such musician by making it impossible for him to make a living at his profession.

Petrillo now holds the power of life and death over one segment of this nation's business and people, just as surely as Hitler holds it over the entire German people.

Congress can legislate against this man, Petrillo, and deprive him of his arbitrary powers, but that will not solve the evil of which he is the most troublesome symptom.

Not until Congress has the guts to review the entire labor picture and correct the federal laws controlling it will we have any fair and equitable distribution of power between industry and labor. Individuals' rights are alleged to be sacred in this country but they are rapidly being sacrificed to the powerful labor unions who care nothing for such rights, or the rights of management, and most often can't see into the future beyond the ends of their noses.

### ALLOCATION ARGUMENTS UNDER WAY

The oral arguments on the allocations findings of the Federal Communications Commission opened in Washington on Wednesday (28th) and are continuing. Wednesday's and Thursday's arguments were devoted largely to the presentation of the views of those representing Frequency Modulation broadcasters.

NAB is closely following the sessions and will have a full transcript of all of the arguments presented. Such portions of these arguments as are deemed of interest to broadcasting will be published in the near future.

### CAPPER-JOHNSON BILLS WOULD PROHIBIT ADVERTISING OF ALCOHOLIC BEVERAGES

Senator Arthur Capper (R) of Kansas introduced S. 599—a bill prohibiting the transportation in interstate commerce of advertisements of alcoholic beverages.

This bill would cover advertising by any newspaper, periodicals, news reel, photographic film, or record for mechanical reproduction advertising alcoholic beverages or containing the solicitation of an order for alcoholic beverages.

The bill introduced by Senator Edwin C. Johnson (D) of Colorado, S. 623, provides that no radio station or owner thereof shall receive any payment for the service of broadcasting any advertisement or information concerning any alcoholic beverages if the purpose of such advertising or information is to induce the purchase or use of any alcoholic beverage. Both these acts would subject the licensee to revocation under the Communications Act.

Both bills were referred to the Senate Committee on Interstate Commerce.

### NAB CONVENTION ADVOCATED BY EDITOR & PUBLISHER

Suggesting that the *American Society of Newspaper Editors* was "too modest in calling off its [1945] meeting," *Editor & Publisher* comments in its issue of February 10, as follows:

"If any national conventions are justified in spite of the Office of War Mobilization ruling against them, we think it is the annual business sessions of the American Society of Newspaper Editors, the American Newspaper Publishers Association and the National Association of Broadcasters.

"The press and radio of this country have contributed millions of dollars in time and money to the war effort. They have played increasingly important roles in every home front campaign and they have brought the story of the war back from the fronts with a degree of accuracy and speed never before contemplated.

"The annual meetings of these two large communications industries would certainly pass scrutiny as being in the interest of the war effort. But the ASNE, ANPA and NAB have suspended plans for their annual meetings seeking to cooperate with the government in correcting a drastic transportation problem. The directors of these organizations again are to be congratulated on their patriotism."

NAB wishes to express its thanks for this praise. *Editor & Publisher* goes on to say:

"Director of War Mobilization James Byrnes would do well to consider the value of such a meeting . . . not only in keeping the people better informed but in revealing public thinking and attitudes to government executives."

### TELEVISION: "INTERNATIONAL LANGUAGE"

New York, February 18—Brigadier General David Sarnoff, President of the Radio Corporation of America, said here today that television would become an "international language, a medium through which nations will see themselves as others see them."

"People everywhere will understand, as never before, how freedom functions in democracies," he said.

General Sarnoff spoke at a dinner given in memory of Wendell L. Willkie. He received an award as "an early believer" in the importance of radio as a cultural and educational agency.

### "I OBJECT"—CRANDALL

Answering an editorial, "A Tip to the Networks," which appeared in the January 30th edition of *The Christian Science Monitor*, George Crandall (CBS) does a neat job of countering in his reply which appears in a later edition of the *Monitor* (Feb. 17):

TO THE CHRISTIAN SCIENCE MONITOR:

As the editor of a highly reputable newspaper, what would be your reactions under the following hypothetical circumstances?

You are listening to the radio when, suddenly, a speaker begins lambasting the newspaper business for the lax standards (if any) of its advertising columns. He cites examples of obnoxious newspaper advertising—and there are examples in abundance he could quote if radio would permit such language. He then warns the entire industry to mend its ways or lose its readers to papers that carry no advertising whatever.

Knowing that *The Christian Science Monitor* is guiltless in this matter, what would you . . .? But let me cite an example from the other side of the fence.

In May, 1935, the Columbia Broadcasting System barred from its network all advertising of laxatives, deodorants, and the like. It has a Commercial Editing Division that not only passes on the content of all commercials, but limits them to specified time allotments. It has, in short, an unbroken ten-year record of "leadership in getting rid of obnoxious radio advertising."

Your January 30th editorial—"A Tip to the Networks"—affected me much as I imagine my hypothetical radio speaker would affect you.

GEORGE CRANDALL,  
Columbia Broadcasting  
System, Inc.

New York

### HOME TOWN SHOWS RING THE BELL

"Let's Go to Town" programs, broadcast three times weekly since the start of the year, will be on a six per week schedule as soon as the backlog of completions will warrant it, according to Armed Forces Radio Service, Los Angeles.

Reported response to these programs from overseas personnel is phenomenal. Units of the industry receive letters direct, as well as "thank you" telephone calls and letters from friends and relatives, in the USA, of the men and women who heard the programs 'round the world.

### In Rochester

Rochester stations are among those that have learned at first hand how much the programs are liked and appreciated. Says William J. Adams, program director, WHEC:

"We are just now beginning to receive reports from the first 'Let's Go to Town' program produced by the three Rochester radio stations. The reaction in favor of these programs has been so great—phone calls, letters . . . the praise for the word from home is so sincere and out-



spoken that we are wondering if it would be possible for the three stations in Rochester to continue to make similar programs for overseas consumption."

### "I Almost Crawled Inside the Radio"

Early in January the Richmond, Virginia, hometown program was broadcast. January 12, Irvin G. Abeloff (WRVA), Task Force Commander for this job, had received the following expression of satisfaction from a Navy listener 5,000 miles from home:

"I was lucky enough this afternoon to turn on the radio and catch the last half, or last fifteen minutes, of the program originating in Richmond—the home town. . . . Unless you have been 5,000 miles from home, as I am right now, somewhere in Brazil, you have no idea what a thrill it is to get such news right from home. *I almost crawled inside the radio.*"

### Houston Allocation Doubled

The allocation committee for "Let's Go to Town" programs has authorized the production of two global programs for the Houston area instead of one. Kern Tips, KPRC, is Task Force Commander.

### 16 More Shows Completed

Since February 16, sixteen additional "Let's Go to Town" programs, from ten districts, have been produced as follows:

#### DISTRICT I

Boston . . . . . Harold Fellows, WEEL, \*TFC  
(1st of 2 shows)

#### DISTRICT II

New York City-Brooklyn-Queens . . . . . Arthur H. Hayes, WABC, \*TFC (2 of 6 shows)  
Rochester . . . . . Gunnar Wiig, WHEC, \*TFC  
(2nd of 3 shows)

#### DISTRICT III

Baltimore . . . . . Harold C. Burke, WBAL, \*TFC

#### DISTRICT IV

Raleigh . . . . . Richard H. Mason, WPTF, \*TFC  
Washington, D. C. . . . . Fred Shawn, WRC, \*TFC  
(2nd of 2 shows)

#### DISTRICT VII

Cincinnati . . . . . R. E. Dunville, WLW, \*TFC  
Lexington . . . . . Lindsay Nunn, WLAP, \*TFC

#### DISTRICT VIII

Indianapolis . . . . . C. Bruce McConnell, WISH, \*TFC  
(2 of 3 shows)

#### DISTRICT IX

Milwaukee . . . . . G. W. Grignon, WISN, \*TFC  
Racine . . . . . Messrs. Newcomb & LePoidevan, WRJN, \*TFC

#### DISTRICT XI

Fargo . . . . . E. C. Reineke, WDAY, \*TFC

#### DISTRICT XIII

El Paso . . . . . Karl Wyler, KTSM, \*TFC

#### DISTRICT XVII

Seattle . . . . . W. B. Stuht, KOMO, \*TFC

\* Task Force Commander.

### PROGRAM FIGHTS JUVENILE DELINQUENCY

Kansas City, March 1.—Interest in KMBC's "Big Brother Club," a five-a-week western strip featuring KMBC's singing cowboy, Smokey Parker, and his Palomino mount, "Fire," forced a rush re-order on the giveaways offered to youngsters writing in to join this club of the air.

The club was originated by KMBC as part of a civic movement to curb juvenile delinquency.

Kids get a Big Brother microphone pin and a membership card bearing the Big Brother creed, which ties in with the idea underlying the program.

Framed "distinguished service" certificates, for which non-members are equally eligible, are awarded each Friday, upon recommendations made by local youth leaders in Kansas City.

Club, which is a part of KMBC's educational program, is heard at 5:30, Monday through Friday, under the direction of Dr. Charles F. Church, Jr., the station's educational director. Script is by Tom Eells, recently appointed assistant to Doctor Church.

KMBC is also plugging Radio's 25th Anniversary with some fine brochures.

### HUMAN INTEREST PROGRAMS

Word comes from Ironwood, Michigan, that WJMS is stimulating listener interest with programs built around human interest stories of people in the Gogegic Iron Range.

Listeners are encouraged to write, in their own words, stories about someone in the Range. If the story is true, it is rewritten for future radio programs.

Contributors are cautioned to make certain that names and addresses are on all letters sent in to assure proper consideration and credit.

### FCC ORDER RE THE CLEAR CHANNEL HEARINGS

Docket No. 6741

In the Matter of

CLEAR CHANNEL BROADCASTING IN THE STANDARD BROADCAST BAND

#### Order

WHEREAS, this Commission and its predecessor, the Federal Radio Commission, have since November 11, 1928 designated certain channels in the standard broadcast band as "clear channels" the purpose of which is to render service over large areas and to bring service to the rural population of the United States; and

WHEREAS, there are still large areas of the continental United States which have no radio service during the day and no primary radio service at night; and

WHEREAS, the Commission has received many applications requesting authorization for the operation of additional stations and for the use of higher power on the clear channel frequencies; and

WHEREAS, these applications raise issues which can more appropriately be considered in a general hearing than in a hearing limited to particular applications; and

WHEREAS, the North American Regional Broadcasting Agreement expires March 29, 1946, and it is desirable to determine what, if any, changes are necessary in connection with clear channel assignments prior to a renegotiation of the treaty;

NOW, THEREFORE, IT IS ORDERED, this 20th day of February, 1945, that a hearing be held before the Commission en banc commencing at 10:30 A. M. on May 9, 1945, at the offices of the Commission in Washington, D. C., for the purpose of determining:

1. What recommendation concerning the matters covered by this order the Commission should make to the Department of State for changes in provisions of the North American Regional Broadcasting Agreement.

2. Whether the number of clear channels should be increased or decreased and what frequencies in the standard broadcast band shall be designated as 1-A channels and as 1-B channels.

3. What minimum power and what maximum power should be required or authorized for operation on clear channels.

4. Whether and to what extent the authorization of power for clear channel stations in excess of 50,000 watts would unfavorably affect the economic ability of other stations to operate in the public interest.

5. Whether the present geographical distribution of clear channel stations and the areas they serve represent an optimum distribution of radio service or whether the fair, efficient, and equitable distribution of radio service among the several states and communities specified in Section 307(b) of the Communications Act requires a geographical redistribution at this time.

6. Whether it is economically feasible to relocate clear channel stations so as to serve those areas which do not presently receive service.

7. What new rules or regulations, if any, should be promulgated to govern the power or hours of operation of Class II stations operating on clear channels.

8. What changes the Commission should order with respect to geographical location, frequency, authorized power or hours of operation of any presently licensed clear channel station.

9. Whether and to what extent the clear channel stations render a program service particularly suited to the needs of listeners in rural areas.

10. The extent to which the service areas of clear channel stations overlap and the extent to which this involves a duplication of program service.

11. What recommendations, if any, the Commission should make to the Congress for the enactment of additional legislation on the matters covered by this order.

IT IS FURTHER ORDERED, that persons or organizations desiring to appear and testify shall notify the Commission of such intention on or before April 2, 1945, stating the names of all witnesses who will appear, the topic each will discuss and the time expected to be required for the testimony.

FEDERAL COMMUNICATIONS COMMISSION,  
T. J. SLOWIE, *Secretary*.

## 945 STANDARD BROADCAST STATIONS

During the month of January 1945, the FCC granted two new construction permits, and licensed two stations to operate. A comparative table of the number of standard broadcast stations by months, follows:

	1944												1945	
	Feb. 1	Mar. 1	Apr. 1	May 1	June 1	July 1	Aug. 1	Sept. 1	Oct. 1	Nov. 1	Dec. 1	Jan. 1	Feb. 1	
Operating .....	910	909	909	909	910	912	913	912	914	916	919	919	921	
Construction .....	4	8	9	11	13	12	13	16	15	15	18	24	24	
	914	917	918	920	923	924	926	928	929	931	937	943	945	

## Federal Communications Commission Docket

### HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, March 5. It is subject to change.

**Monday, March 5**

WCHS—Charleston Broadcasting Co., Charleston, W. Va.—Renewal of license; 580 kc., 5 KW, unlimited, DA-night.

**March 2, 1945—88**

## Federal Communications Commission Action

### APPLICATIONS GRANTED

KPDN—R. C. Hoiles (assignor), C. H., Harry and Jane Hoiles, a partnership, doing business as Radio Station KPDN (assignee), Pampa, Texas.—Granted consent to voluntary assignment of license of Station KPDN from R. C. Hoiles to C. H., Harry and Jane Hoiles, a partnership, doing business as Radio Station KPDN; monetary consideration is \$1.00. (B3-AL-468)

KQV—KQV Broadcasting Co. (assignor), Allegheny Broadcasting Corp. (assignee), Pittsburgh, Pa.—Granted consent to assignment of license of Station KQV from KQV Broadcasting Co. to Allegheny Broadcasting Corp.; no monetary consideration involved, the assignee owning all the capital stock of the assignor. (B2-AL-466)

KTUC—Tucson Broadcasting Co. (transferor), Burrigide D. Butler (transferee), Tucson, Arizona.—Granted consent to acquisition of control of Station KTUC from the present stockholders, collectively, by Burrigide D. Butler, who now owns over 49 per cent of outstanding stock, by the purchase of 23 shares of Treasury stock for a consideration of \$2,300. (B5-TC-424)

KFFA—The Helena Broadcasting Co., J. Q. Floyd, et al., Helena, Ark.—Adopted order granting petition for rehearing filed by A. L. Chilton and Lenore H. Chilton, a partnership, d/b as KGHl Broadcasting Service (KGHI), Little Rock, Ark., directed against the Commission's grant without hearing on January 16, 1945, of the application of Helena Broadcasting Co. (KFFA), for construction permit to change frequency from 1490 to 1230 kc.; set aside said grant; and designated the application for hearing. (B3-P-3724)

WKBZ—Ashbacker Radio Corp., Muskegon, Michigan.—Adopted order denying petition filed by WKBZ for a review by a quorum of the Commission on a ruling February 7, 1945, by the Presiding Officer of the Motions Docket denying the motion filed by WKBZ to amend issue No. 3 of the Commission's Notice of Hearing in re application of WKBZ for construction permit (Docket No. 6628); and sustained the action of the Presiding Officer of Motions Docket.

WJEF—John E. Fetzer and Rhea Y. Fetzer, d/b as Fetzer Broadcasting Co., Grand Rapids, Mich.—Adopted decision and order denying petition filed by Ashbacker Radio Corp. (WKBZ) for hearing, rehearing and other relief, directed against the action of the Commission February 8, 1945, granting without hearing the application of WJEF for license. (B2-L-1855)

### DESIGNATED FOR HEARING

Copper City Broadcasting Corp., Rome, N. Y.—Designated for hearing application for construction permit for a new standard broadcast station to operate on 1450 kc., 250 watts, unlimited time; hearing to be on issue of Supplemental Statement of Policy of January 16, 1945. (B1-P-3851)

### LICENSE RENEWALS

WBT—Columbia Broadcasting System, Inc., Charlotte, N. C.—Granted further extension of license, upon a temporary basis only, pending determination upon application for renewal of license, in no event later than May 1, 1945. (B3-S-458)

WEBC—Head of the Lakes Broadcasting Co., Duluth, Minn.—Granted authority to make changes in automatic frequency control unit of auxiliary transmitter. (B4-F-285)

WINS—Hearst Radio, Inc., New York City.—Granted license to use formerly licensed main transmitter as an auxiliary transmitter, with power of 1 KW, employing DA day and night. (B1-L-1860)

WJOD—American Broadcasting Co., Inc., Washington, D. C.—Granted modification of relay broadcast station license to move transmitter to 11th and Penna. Ave. N.W. (B1-MLRE-117)



WEJC—National Broadcasting Co., Inc., Washington, D. C.—Granted license to cover construction permit which authorized move of relay station transmitter to 11th and Penna. Ave. N.W. (B1-LRE-439)

## MISCELLANEOUS APPLICATIONS

The following applications for new high frequency (FM) broadcast stations were placed in the pending files in accordance with the Commission's policy of February 23, 1943:

The Ohio Broadcasting Co., Marion, Ohio; S. E. Adcock, Knoxville, Tenn.; Elmira Star-Gazette, Inc., Elmira, N. Y.; Lehigh Valley Broadcasting Co., Allentown, Pa.; Brownsville Herald Pub. Co., Brownsville, Texas; Valley Evening Monitor, Inc., McAllen, Texas; Beckley Newspapers Corp., Beckley, W. Va.; The Valley Publishing Co., Harlingen, Texas; Great Trails Broadcasting Corp., Dayton, Ohio; Dubuque Broadcasting Co., Dubuque, Iowa.

The following FM amended applications were retained in the pending files pursuant to policy adopted February 23, 1943:

E. Anthony & Sons, Inc., New Bedford, Mass.; Plaza Court Broadcasting Co., Oklahoma City, Okla.

The following applications for new commercial television stations were placed in the pending files in accordance with Commission's policy of February 23, 1943:

Raytheon Mfg. Co., New York City; Debs Memorial Radio Fund, Inc., New York City.

Amended application of Hearst Radio, Inc., Baltimore, Md., was returned in the pending files in accordance with Commission's policy of February 23, 1943.

College of the Pacific, Stockton, Calif.—Placed in the pending files application for new noncommercial educational broadcast station.

## APPLICATIONS FILED AT FCC

### 580 Kilocycles

KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—License to cover construction permit (B3-P-3062) as modified, which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use, and move of transmitter and studio.

KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—Authority to determine operating power by direct measurement of antenna power.

### 610 Kilocycles

WHKC—United Broadcasting Co., Columbus, Ohio.—License to cover construction permit (B2-P-3657) which authorized change in frequency, increase in power and hours of operation, and installation of directional antenna for night use.

WHKC—United Broadcasting Co., Columbus, Ohio.—Authority to determine operating power by direct measurement of antenna power.

### 640 Kilocycles

WHKK—United Broadcasting Co., Akron, Ohio.—License to cover construction permit (B2-P-3566) as modified, which authorized change in frequency, increase in power, change in hours of operation, installation of directional antenna for day and night use, and move of transmitter and studio.

WHKK—United Broadcasting Co., Akron, Ohio.—Authority to determine operating power by direct measurement of antenna power.

### 990 Kilocycles

WIBG—Seaboard Radio Broadcasting Corp., Philadelphia, Pa.—License to cover construction permit (B2-P-3721) which authorized move of old main transmitter to present site to be operated as an auxiliary, with power of 1 KW, employing directional antenna day and night.

WIBG—Seaboard Radio Broadcasting Corp., Philadelphia, Pa.—Authority to determine operating power by direct measurement of antenna power.

### 1160 Kilocycles

KSL—Radio Service Corp. of Utah, Salt Lake City, Utah.—Extension of special service authorization to operate with

two Federal telegraph tubes in last radio stage for the period 5-1-45 to 5-1-48.

### 1240 Kilocycles

WOMT—Francis M. Kadow, Manitowoc, Wis.—License to cover construction permit (B4-P-3718) which authorized increase in power and changes in transmitting equipment.

### 1340 Kilocycles

KCKN—The KCKN Broadcasting Co., Kansas City, Kans.—Authority to determine operating power by direct measurement of antenna power.

WDAK—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Co., Columbus, Ga.—Voluntary assignment of license to L. J. Duncan, Leila A. Duncan, Josephine Rawls, Effie H. Allen, Allen M. Woodall, and Margaret A. Pill, d/b as Valley Broadcasting Company.

### 1370 Kilocycles

WFEA—New Hampshire Broadcasting Company, Manchester, N. H.—Voluntary assignment of license to H. M. Bitner.

### 1480 Kilocycles

WHOM—New Jersey Broadcasting Corp., Jersey City, N. J.—Modification of license to change corporate name to Atlantic Broadcasting Company, Inc.

## MISCELLANEOUS

NEW—S. E. Adcock, Knoxville, Tenn.—Construction permit for a new developmental broadcast station to be operated on 12,862.5, 6,425 kc., or other frequencies as the Commission may assign, power of 200 watts and A3 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.

Parrott & Company, 320 California St., San Francisco, and Superior Fisheries, Inc., 1709 West Eighth St., Los Angeles, are charged in a complaint with violation of the brokerage section of the Robinson-Patman Act in connection with the interstate sale of food products, including canned fish, canned fruits and canned vegetables, and other commodities. Parrott & Company owns all of the capital stock of Superior Fisheries, Inc., and maintains branch offices in Seattle and Spokane, Wash., Portland, Oreg., and Los Angeles. (5284)

South Coast Fisheries, Inc., 820 Ways St., Terminal Island, Calif., is charged with violation of the brokerage section of the Robinson-Patman Act in connection with the interstate sale of sea food products, including canned tuna, canned mackerel and canned sardines. (5285)

### CEASE AND DESIST ORDER

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

**Durakote Paint Corp.**, 1775 Broadway, New York, and its officers, individually and as officers of the corporation, have been ordered to cease and desist from certain misrepresentations in connection with the interstate sale of paint sold under the brand name "Durakote." The respondent officers are Philip H. Eisgrau, president; Cele Eisgrau, vice president; Nathan Pashman, secretary; and Theodore Shapiro, treasurer. (5018)

## STIPULATIONS

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

**Acquin Pharmacal Co., et al.**—A stipulation to discontinue misrepresentation of the therapeutic properties of a medicinal preparation designated "Acquin" has been entered into by Gottlieb Bass, trading as Acquin Pharmacal Co., 8005 Alabama Ave., St. Louis, and Clark F. Ross, trading as Ross Advertising Service, 1031 Big Bend Blvd., St. Louis. Ross prepares and disseminates advertising for the product, which is sold and distributed by Bass. They agree to cease and desist from representing that the preparation will overcome fatigue, cure headaches or relieve congestion due to headaches or head colds, or that it is prescribed by doctors for the relief of minor aches or pains. Bass also stipulates that he will cease representing that the product is formulated from a doctor's prescription or that it is safe for use. (03253)

**Battle Creek Dietetic Supply Co.**, Battle Creek, Mich., entered into two stipulations to discontinue certain misrepresentations in connection with the sale of Health House Brand health foods and of a vitamin preparation advertised as being capable of restoring the natural color to hair. (03248-03251)

**Irene Blake Cosmetics, Inc.**, 101 West 15th St., New York, stipulated that it will cease representing, through the use of the word "Chinese," through the use of Chinese words or characters or picturizations indicative of Chinese origin, or in any other manner, that cosmetics which are made or compounded in the United States are made or compounded in China or in any other foreign country. The stipulation provides, however, that if any of the ingredients of the cosmetics are produced in a foreign country, the country of origin may be stated if it is immediately accompanied in equally conspicuous type by a statement that the cosmetics are made or compounded in this country. (3976)

**Brockway Glass Company, Inc.**, Brockway, Pa., manufacturer of glass containers including nursery bottles, stipulated that it will cease representing, by means of guarantee agreements, or otherwise, that any of its products are guaranteed "forever" or for any greater extent of time than that during which, by reasonable estimate, it will be capable of complying with the provisions contained in such agreement; and representing, by use of the word "guaranteed" or other words of like meaning, that a product is guaranteed unless clear and unequivocal disclosure be made in direct connection therewith of exactly what is offered by the way of security, as, for example, replacement or refund. (3978)

**Campbell's Foods**, 712 Locust St., Des Moines, Iowa, and E. M. Meneough, trading as Meneough Advertising Agency, 720 Grand Ave., Des Moines, entered into a stipulation to discontinue misrepresenting the properties of a vitamin preparation designated "Calcipan," advertised as being capable of restoring the natural color to hair and preventing gray hair. Campbell is engaged in the sale and distribution of the preparation, the advertisements for which are prepared and disseminated by Meneough. (03250)

**Cupples Company**—A stipulation to discontinue misrepresenting the therapeutic properties of a preparation designated "Kent Vitamins A B<sub>1</sub> D" has been entered into by Cupples Company, Cupples Station, St. Louis. (3982)

**Dave Minor Company**, 230 East Ohio St., Chicago, engaged in the sale of a set of piano lessons entitled "Music Is Fun for Everyone—the Ear Way" and a collection of songs entitled "Dave Minor's Famous Play by Ear Song Book," entered into a stipulation to cease and desist. (3977)

**Meat Industries Laboratory, Inc.**, 366 West 15th Street, New York, engaged in the sale of meat-curing and seasoning compounds, has entered into a stipulation to discontinue the use in its corporate or trade name, or in any other manner, of the word "Laboratory" or any similar term or designation which may imply that it owns and operates a laboratory equipped for the compounding and testing of products and for research in connection therewith. (3981)

**Old Town Ribbon & Carbon Company, Inc.**, 750 Pacific Street, Brooklyn, entered into a stipulation to cease representing that it was the "first in the field" to manufacture or sell the product known as black spirit carbon paper. (3984)

**N. B. Remedy Co.**, 412C East St. John St., Seattle, stipulated that in connection with the sale of N. B. Remedy, they will discontinue representing that the preparation is of value in the prevention, treatment or cure of mastitis or in the treatment of cowpox; or that the quality or quantity of the cow's milk will increase after the preparation has been given for mastitis. (03249)

**Save Electric Corp.**, 615 Front St., Toledo, Ohio, have entered into a stipulation to cease and desist from certain misrepresentations in connection with the interstate sale of electric light bulbs designated "Verd-A-Ray." (3980)

**Soi Jus Co.**, 1 North Western Ave., Chicago, entered into a stipulation to cease and desist from misrepresentation in connection with the sale of a food preparation designated "Golden Brand Soi Jus." He agrees to stop representing that the preparation contains vitamin D or a vitamin recognized as vitamin F, or that it contains a substance of benefit to the hair, nerves or skin; that it is nonfattening or incapable of increasing body weight; or that brands of soya oil other than Golden Brand Soi Jus are produced through a process which destroys or removes any significant amount of the nutritional properties of soya oil. (03252)

**20th Century Hat Co., Inc.**, 65 East South Water St., Chicago, entered into a stipulation to discontinue representing in any manner that women's hats made in whole or in part from old, used or secondhand materials are new or composed of new materials. (3979)

**Washington's Haberdashery, Inc.**, 1104 F St., N. W., Washington, D. C., also trading as Marilyn Bootery, stipulated that it will discontinue misrepresenting the fiber content of women's hosiery. The corporation, which operates two retail stores in Washington, agrees to cease and desist from use of the word "Chiffon" to describe merchandise not made from fabric composed of fibers of silk, and from use of the same word or any other silk-connoting term or representation in referring to such merchandise so as to imply that the merchandise is silk. (3975)

## FTC CLOSES CASE

A stipulation to cease and desist from certain misrepresentations in connection with the sale of "Granidur" memorial monuments has been entered into with the Federal Trade Commission by William Reinhard, Carl Reinhard and Robert Reinhard, copartners trading as Economy Monument Co., 4145 West Kinzie St., Chicago, and Nelson Friis, who at one time was sales manager for the copartnership.

After accepting the stipulation, the Commission closed without prejudice the case growing out of the complaint it had issued



against the respondents on February 9, 1945, charging them with misrepresenting the durability, quality and composition of their monuments. Under the stipulation the respondents agree to cease and desist from:

(1) Use of the words "manufactured granite," "genuine Granidur," or "solid Granidur" to designate monuments not composed of natural granite rock;

(2) Describing such monuments as "genuine" or "solid" Granidur or as "granite" or "manufactured granite," or as having been "executed by skilled craftsmen in a time tested material," or in any other manner representing that the monuments are composed of or actually carved from natural granite rock;

(3) Use of statements or terms such as "enduring," "lasting," "retaining its high polish and original appearance, regardless of climatic conditions," or any similar expression having the tendency or capacity to mislead or deceive purchasers with respect to the durability of such monuments or their capacity to withstand the elements;

(4) Representing, as by use of the statement "comparable to the more costly monuments," that such products are of a quality or value or possess lasting properties in excess of what is actually a fact.

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