



Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

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Vol. 13, No. 12, March 23, 1945

4TH DISTRICT MEETING NORTH AND SOUTH CAROLINA SECTION

North and South Carolina section of the NAB 4th District held a two-day meeting under the chairmanship of Campbell Arnoux of WTAR, District Director, at the Charlotte Hotel, Charlotte, N. C., on Thursday and Friday, March 15 and 16. The sessions were characterized by approval of the work of NAB under the direction of J. Harold Ryan, President, and enthusiasm for the newly formed Broadcast Measurement Bureau which is headed by Hugh Feltis.

At the opening session, President Ryan outlined NAB activities and objectives, stressing the many unsolved problems with which the industry is faced. G. Richard Shafto of WIS, who has been a member of the Legislative Committee since the organization of the group, presented an unusually lucid and concise report of its activities and the present status of proposed legislation.

In a similarly brief and clear report, District Director Arnoux recounted the plans of the Music Committee, which he has long served as Chairman. President Ryan returned to the floor to report on labor matters.

Following luncheon on the opening day, BMB President Feltis presented the plan for a uniform measurement of station coverage or circulation. (Full details are reported in BMB Bulletin No. 11.)

At the conclusion of the first day's sessions, the broadcasters of North and South Carolina were guests of the Charlotte radio stations—WAYS, WBT and WSOC—at a reception. These stations also furnished varied and enthusiastically received entertainment at the dinner following the reception.

As the principal speaker at the dinner, His Honor, H. H. Baxter, Mayor of the City of Charlotte, lauded the part that broadcasting has played in the conduct of the war and in the dissemination of government programs of war information. Praising both radio and press for their coverage of the actions on all of the war fronts, Mayor Baxter urged the broadcasting industry to fight unrelentingly to keep press and radio free.

Following the Small Market Stations Panel at the opening of the second day's sessions, Roland Weeks of WCSC, District Chairman of the Sales Managers Committee, took the chair to preside at the Sales Managers Clinic. Lewis H. Avery presented graphs and charts tracing the growth of broadcast advertising from 1928 through 1944, while Helen A. Cornelius reviewed the possibilities and problems of retail radio advertising, concluding with a brief report of the clinical test of broadcast advertising set up by Joske's of Texas in San Antonio. The discussion of this comprehensive plan for the use of broadcast advertising by the leading department store in Texas and a review of the proposed changes in the NAB-AAAA Standard Contract for Spot Broadcasting carried through the luncheon.

The afternoon session opened with the engineering report by Philip Hedrick, Technical Director of WSJS and WMIT (FM) and District Chairman of the Engineering Committee. The report took the form of an unusual

demonstration of Frequency Modulation, during which Paul Dillon, Chief Engineer of WMIT, spoke over FM from the Winston-Salem studios of the station. During the presentation, instrumental and vocal selections were transmitted to the broadcasters over FM from the Winston-Salem studios while a transcribed selection of unusually wide range was played from the transmitter atop Mt. Mitchell.

The closing report of the afternoon session was presented by Jim Moore of WSLS, District Chairman of the Public Relations Committee, who repeated his comprehensive analysis of public service, originally delivered before the District of Columbia, Virginia and West Virginia section meeting in Washington on Monday and Tuesday, March 12 and 13.

Following these reports, the broadcasters adopted unanimously the following resolutions:

RESOLVED that the North and South Carolina section of the Fourth District of the NAB expresses its genuine appreciation of the cordial hospitality and entertainment afforded its meeting by the radio stations of Charlotte, North Carolina.

RESOLVED that the North and South Carolina section of the Fourth District of the NAB extends its thanks to the management and staff of the Charlotte Hotel for the service and accommodations provided the membership of the section during its meeting.

RESOLVED that the North and South Carolina section of the Fourth District of the NAB expresses its appreciation of the courtesy extended by His Honor Mayor H. H. Baxter of the City of Charlotte by honoring us with his presence at dinner and his worthwhile contribution to the evening's program.

RESOLVED that the North and South Carolina section of the Fourth District of the NAB extends its thanks to the AAAA for honoring this meeting by sending its representative, Miss Linnea Nelson, whose authoritative and comprehensive message contributed substantially to the agenda.

RESOLVED that the North and South Carolina section of the Fourth District of the NAB hereby wholeheartedly endorses the BMB, and expresses its admiration of the unusually capable presentation of the Bureau's functions by Mr. Hugh Feltis. Be it

FURTHER RESOLVED that the section urges the prompt subscription to the BMB by each and every station as a means of establishing a necessary uniform and accepted measurement which will enable a scientific evaluation of individual station coverage.

ALABAMA-GEORGIA SECTION OF NAB 5TH DISTRICT MEETS

Two-day meeting of the Alabama-Georgia section of the NAB 5th District was opened in Atlanta at 10:30 A.M. on Monday, March 19, with District Director John C. Bell of WBRC presiding. At the outset of the meeting, Director Bell explained that the election of a District Director, for the two-year term starting later this year, will be held by mail under an arrangement to be worked out by C. E. Arney, Jr., NAB Secretary-Treasurer, with Ernst and

(Continued on page 114)

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*.

ALABAMA-GEORGIA SECTION OF NAB 5TH DISTRICT MEETS (Continued from page 113)

Ernst. This technique has been dictated by the inability to hold a single meeting of all the radio stations in the NAB 5th District. (The Florida radio stations are meeting in Jacksonville on Thursday and Friday, March 22 and 23.)

Most of the first morning of the Atlanta session was devoted to a comprehensive review of NAB activities and objectives by J. Harold Ryan, NAB President, who touched upon the work of each NAB standing committee and each department of the association.

Following luncheon, Hugh Feltis, BMB President, presented in detail the plan of the Broadcast Measurement Bureau for a uniform method of determining station coverage or circulation. His presentation was enthusiastically seconded by Frank Crowther (Red Cross) of WMAZ, who claimed that his station was the first in the Alabama-Georgia section of the NAB 5th District to subscribe to the project. (Full details on the BMB session will be given in a separate BMB Bulletin.)

Second morning (March 20) opened with a lengthy discussion of labor policies and problems, led by John Morgan Davis, NAB General Counsel. He reviewed recent decisions of the National Labor Relations Board and the War Labor Board and pointed out probable trends in labor relations.

Following this discussion, the Small Market Stations Panel was held, during which the transcribed presentation, "Getting the Most Out of Local Broadcasting," was played. This pointed demonstration of the opportunity and obligation of small market stations evoked considerable comment from the broadcasters present at the meeting.

District Director Bell then introduced Mr. Crowther, who presided at the Sales Managers Clinic. This discussion, which continued after luncheon, included talks by Lewis H. Avery and Miss Helen A. Cornelius, Director and Assistant Director of Broadcast Advertising for NAB, and covered the proposed revisions of the NAB-AAAA Standard Contract for Spot Broadcasting.

Afternoon session on the second day closed with a talk on BMI by Ralph Wentworth and the adoption of the following resolutions:

WHEREAS the NAB Fifth District Meeting here assembled considers the matter of minimum standards for receiver set manufacture to be of utmost importance to the radio industry, therefore,

BE IT RESOLVED that this meeting recommends to the National Association of Broadcasters that necessary steps be taken toward encouraging adoption of minimum standards by the manufacturers of home receivers, and that these suggested minimum standards be compiled by a technical committee appointed within the National Association of Broadcasters.

WHEREAS the Alabama and Georgia broadcasters of the NAB Fifth District Meeting assembled consider certain

actions on the part of station owners having access to other forms of public expression or other media to be detrimental to the best interests of radio broadcasting, and WHEREAS the methods being used by these station owners to exploit a private policy or opinion, however sincere, have been used to the disadvantage of radio broadcasting as an industry, therefore,

BE IT RESOLVED that such methods are decried, and the attention of the Board of Directors of the National Association of Broadcasters be directed to the proper protection of broadcasting from individual opinions or policies.

WHEREAS it is the consensus of opinion of the NAB Fifth District broadcasters here assembled that there has been a long-felt need for a standard formula for measurement of radio circulation, therefore,

BE IT RESOLVED that the broadcasters of the NAB Fifth District, comprising the States of Alabama and Georgia, do hereby commend the NAB Research Committee, Mr. Hugh Feltis, Miss Linnea Nelson, and others, for their leadership in providing the industry with a proposed standard yardstick of circulation measurements for radio. BE IT RESOLVED that this Fifth District Meeting of the NAB goes on record as recognizing the effective efforts of Lewis H. Avery, Miss Helen Cornelius and their associates in the work of the NAB Department of Broadcast Advertising.

BE IT FURTHER RESOLVED that this meeting extends its sincere thanks to the Atlanta stations for making the necessary arrangements for the District Meeting in Atlanta.

NAB NEWS BUREAU LETTER GETS RESULTS

Word comes to NAB from Radio Correspondents' Association that splendid results were achieved through the letter sent out from NAB News Bureau advising broadcasters that Radio Correspondents' Association would handle the accrediting of radio newsmen who wished to cover the San Francisco Conference.

More than one-third of the newsmen who asked for accommodations mentioned the NAB letter as their source of information. In addition, several requests came to NAB direct, and arrangements were accordingly made by the News Bureau.

Thirty-six stations and four networks have requested reservations and D. Harold McGrath, superintendent of the Senate Radio Press Gallery, headquarters for Radio Correspondents' Association, announces that the results were very pleasing.

BAILEY BILL WOULD BAN ROYALTY PAYMENT TO UNIONS

Senator Josiah W. Bailey (D) of North Carolina has introduced a bill (S. 754) which has been referred to the Senate Committee on the Judiciary, which would make it unlawful for any employer to make payment of funds to any representative of his employees or for any employees' representative to accept payment of such funds from the employer, other than as specified in the bill. The bill would specifically exempt any amount deducted from the compensation of any employee and paid to a labor organization by an employer in payment of dues or other similar fees payable by such employee to such labor organization.

The bill follows in full:

"A BILL

"To protect commerce from certain harmful and disruptive practices, and for other purposes.

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That (a) it shall be unlawful for any employer to pay or deliver, or to agree to pay or deliver, any money or other thing of value to any representative of any of his employees who are engaged in commerce or in the production of goods for commerce.

"(b) It shall be unlawful for any representative or agent of any employees who are engaged in commerce or

in the production of goods for commerce to demand, receive, or accept, or to agree to receive or accept, from the employer of such employees any money or other thing of value, for the use of such representative or in trust or otherwise.

"(c) The provisions of this section shall not be applicable with respect to any money or other thing of value payable by an employer to an employee or former employee as compensation for, or by reason of, his services as an employee of such employer, and shall not be applicable with respect to any amounts deducted from the compensation of any employee and paid to a labor organization by an employer in payment of dues or other similar fees payable by such employee to such labor organization.

"SEC. 2. (a) Any person who willfully violates any of the provisions of this Act shall upon conviction thereof be subject to a fine of not more than \$10,000 or to imprisonment for not more than six months, or both.

"(b) The district courts of the United States and the United States courts of the Territories and possessions shall have jurisdiction, for cause shown, and subject to the provisions of section 20 (relating to notice to opposite party) of the Act entitled 'An Act to supplement existing laws against unlawful restraints and monopolies, and for other purposes,' approved October 15, 1914, as amended (U. S. C., 1940 edition, title 28, sec. 381), to restrain violations of this Act.

"SEC. 3. As used in this Act—

"(a) 'Commerce' means trade, traffic, commerce, transportation, or communication among the several States, or between the District of Columbia or any Territory of the United States and any State or other Territory, or between any foreign country and any State, Territory, or the District of Columbia, or within the District of Columbia or any Territory, or between points in the same State but through any other State or any Territory or the District of Columbia or any foreign country.

"(b) 'Goods' means goods, wares, products, commodities, merchandise, or articles or subjects of commerce of any character, or any part or ingredient thereof.

"(c) 'Produced' means produced, manufactured, mined, handled, or in any other manner worked on in any State; and for the purposes of this Act an employee shall be deemed to have been engaged in the production of goods if such employee was employed in producing, manufacturing, mining, handling, transporting, or in any other manner working on such goods, or in any process or occupation necessary to the production thereof, in any State.

"(d) 'Representative' means any individual who or organization which is authorized or purports to be authorized to deal with an employer, on behalf of two or more of his employees, concerning grievances, labor disputes, wages, rates of pay, hours of employment, or conditions of work."

LISTENERS AND READERS LIKE NEWS OF GLOBAL SHOWS . . . 3 MORE PROGRAMS

"Let's Go to Town" programs are being mentioned in many radio programs these days. They are being featured by many newspaper radio editors.

Letters to stations from overseas, and messages received by telephone and letter from relatives and friends of men and women, overseas, are conclusive evidence of the pleasure the programs give. When stations receive such messages they are urged to supply NAB with details.

WABC Tells Story

WABC, New York, told the story on the Margaret Arlen show, 8:45-9:00 a. m., March 6; and, on the previous Sunday, Virginia Fravesi, radio editor, the Springfield (Mass.) *Republican*, told the story in a 14-inch feature article.

Of the sixteen-page Arlen script, six were devoted to the "Let's Go to Town" programs produced and being produced by New York City stations. Miss Arlen quickly set the stage for the series in this fashion:

Arlen: "Harry, do you remember how back in November and December most of us got pretty optimistic about when the war would end in Europe?

Marble: "Sure, and the boys over there did too . . . but that was before the Battle of the Bulge.

Arlen: "Uhhmm. It was, and many a man's hopes for going home soon were thrown off schedule. Well, General 'Ike' Eisenhower sensed this disappointment in his troops . . . so he made a suggestion to the Armed Forces Radio Services which distribute recordings to battle areas all over the world. His thought was that since the men could not go home, the next best thing was to bring home to them . . . in the form of radio transcriptions made in a couple of hundred home-towns across the United States.

Marble: "I've heard something about that project; although I didn't know that it stemmed from General Eisenhower himself.

Arlen: "Yes, it did. And all down the line, the idea has caught on like wildfire. First the Armed Forces Radio Service turned to the National Association of Broadcasters. They in turn enlisted the cooperation of local radio stations throughout the country."

Then Miss Arlen takes her listeners to Brooklyn where that show was being recorded.

"I had a rare opportunity the other night," she said, "when a friend from one of the radio stations invited me to go over to the studio where the program on Brooklyn was being recorded."

She handled the matter of industry sponsorship like this:

Marble: "Say, who directed that show . . . uh . . . was it . . .?"

Arlen: "Shush, Harry. Don't say it. Mustn't mention any names."

Marble (surprised): "Heh? Why not?"

Arlen: "Because making this series of home town radio shows . . . it's called 'Let's Go to Town' by the way . . . is strictly a cooperative enterprise in which all effort is donated . . . done entirely without pay . . ."

And then toward the last of the script she really turned on the heat to indicate how the home town atmosphere was the dominant characteristic of the shows:

Arlen: "Yes, and I was much impressed at the real home-town atmosphere created in the show. The sound men had actually gone out to Brooklyn and recorded the actual sound of a subway, the 4th Avenue local, pulling into DeKalb Avenue, of a Flatbush trolley car clanging its bell; and a wonderful sequence of the choir boys rehearsing a hymn at St. Brigid's church. Then they even went to Coney Island and had them run a roller coaster. Ebbet's Field which the narrator described as 'Heaven with Four Bases' . . . adding 'where else in the world can you get freedom of speech as when the Dodgers play the Giants.'"

Marble: "Sounds swell."

Arlen: "Oh, it was swell! And I got a warm feeling around my heart as the whole studio waited tensely for the director's cue to give them the sign that the actual recording of the show was to begin. An actress in a sequined blouse pulled her fur coat close around her because the studio was chilly . . . the sound man watched for the cue . . . and the orchestra leader had his baton raised. The cue came, the down beat was given . . . and that crowd of actors, musicians, engineers swung into the show with all their hearts . . . to help weld from voices, sound effects and music an auditory picture of Brooklyn . . . a picture that will make many an overseas man's heart skip a bit with thoughts of the Fulton street and all the other familiar haunts back home."

The Springfield Story

The first two paragraphs of the Springfield *Republican* story read:

"Recordings of Springfield's own 'Let's Go to Town,' especially requested by Gen. Eisenhower, of radio in the United States, have gone overseas to be shortwaved to fighting men. Countless men from this area will hear the 30-minute program which will bring them local talent, hometown news and familiar voices.

"Springfield's share in this war effort combined the active participation of local radio stations that worked together under Wayne Henry Latham of WSPR, war program director in this district. Stations WMAS and WBZA contributed talent from their program personnel."

Complete 3 More Global Shows

Receipt of three more "Let's Go to Town" programs is acknowledged by Armed Forces Radio Service, Los Angeles:

DISTRICT IV

Lynchburg-Danville, Va...James H. Moore, WSLs, Roanoke, *TFC

DISTRICT IX

Chicago.....Fran Coughlan, WGN, *TFC

DISTRICT X

Omaha.....Harold Hughes, KOIL, *TFC

New Philadelphia Allocation

An additional "Let's Go to Town" allocation is announced for the Philadelphia area. The program will be produced by Edward Wallis, program director, WIP.

* Task Force Commander.

PEABODY SELECTIONS ANNOUNCED

Peabody Award selections for 1944 were announced in New York this week. These awards perpetuate the memory of George Foster Peabody, New York Banker and Philanthropist, and are administered by the Henry W. Grady School of Journalism, University of Georgia, Athens, Ga.

Selections were as follows: *Outstanding News Commentary*—Raymond Gram Swing (Blue Network—American Broadcasting Co.); *Outstanding Reporting of News*—WLW, Cincinnati; *Outstanding Entertainment in Drama*—a double award: "Cavalcade of America" (National Broadcasting Co.), and Fred Allen (Columbia Broadcasting System), for comedy unexcelled over a period of twelve years; *Outstanding Entertainment in Music*—"Telephone Hour" (National Broadcasting Co.); *Outstanding Educational Program*—"Human Adventure" (Mutual Broadcasting System); *Outstanding Program for Youth*—"Philharmonic Young Artists Series," KFI, Los Angeles, for outstanding development of young musicians; *Special Award* to Col. Edward M. Kirby, Chief, Radio Branch, War Department, Washington, D. C., for his brilliant adaptation of radio to the requirements of the armed forces and the home front—American ingenuity on a global scale; *Public Service By a Regional Station (more than 1,000 watts)*: "Worcester and the World," WTAG, Worcester, Mass.; *Public Service By a Local Station (1,000 watts or less)*: a double award—first, to Station WNYC, New York City, and Mayor Fiorello LaGuardia; secondly, to Station WIBX, Utica, N. Y., for its program, "Cross-Roads," dedicated to the returned veterans.

In addition to these major awards, in recognition of which medals will be given at a dinner in New York Tuesday evening, April 10, 1945, special citations were voted to the following regional programs: "Song of the Columbia," KOIN, Portland, Oregon; "Syracuse On Trial," WFBL, Syracuse, N. Y.; "Southwest Forum," KVOO, Tulsa, Oklahoma; "St. Louis Speaks," KMOX, St. Louis, Mo.

SPECIAL PROGRAM MANAGER'S BULLETIN NO. 5

Special Program Manager's Bulletin No. 5 headed "Recommendation re: Local Copy on Treasury Salutes" accompanies this issue of NAB REPORTS.

NAB PROGRAM CHAIRMEN APPOINTED WAR LOAN FIELD COMMITTEE

NAB's 17 District Program Chairmen were appointed a special radio field committee for the Seventh War Loan by Ted R. Gamble, national director, War Finance Division, Treasury Dept., at a Friday luncheon held during the Program Managers Committee meeting, Hotel Statler, March 14-15-16.

Following is a list of the District Program Chairmen:

District Program Managers

- | | |
|----------|--|
| District | 1—Wayne Henry Latham, WSPR, Springfield, Mass. |
| | 2—Elliott Stewart, WIBX, Utica. |
| | 3—J. C. Tully, WJAC, Johnstown. |
| | 4—Irvin G. Abeloff, WRVA, Richmond. |
| | 5—Robert L. Fidler, WIOD, Miami. |
| | 6—Robert Atherton, WMC, Memphis. |
| | 7—Howard Chamberlain, WLW, Cincinnati. |
| | 8—Carl Vandagriff, WOWO, Ft. Wayne. |
| | 9—Maurice P. Owens, WROK, Rockford. |
| | 10—Harold Fair, WHO, Des Moines. |
| | 11—Richard Day, WDGy, Minneapolis. |
| | 12—Bill Bryan, KOMA, Oklahoma City. |
| | 13—Ed Lally, WBAP, Fort Worth. |
| | 14—Ralph W. Hardy, KSL, Salt Lake City. |
| | 15—Robert H. Wesson, KGO, San Francisco. |
| | 16—W. L. Gleeson, KPRO, Riverside. |
| | 17—Homer Welch, KGW, Portland, Ore. |

TREASURY DEPARTMENT, OFFICE OF WAR INFORMATION, PRAISE PROGRAM MANAGERS

Eugene Carr, Chief, Radio Section, War Finance Division, Treasury Department, and George P. Ludlam, Chief, Domestic Radio Bureau, Office of War Information, have expressed special appreciation of the assistance rendered by the NAB Program Managers Committee during its war activities meeting in Washington, D. C., March 14-15-16.

The Committee, consisting of the Executive Committee of ten and seventeen District Program Chairmen, met with Ludlam and OWI officials on the afternoon of March 14. The entire day and evening of March 15 were devoted to the Treasury Department and discussions of the Seventh War Loan.

In letters to Willard Egolf, NAB Director of Public Relations, who arranged the Washington meeting, Carr and Ludlam voice extraordinarily fine reactions, as follows:

"I want you to know that the War Finance Division of the Treasury Department is extremely grateful for the opportunity which you afforded us last Thursday, March 15, when we sat for the day in meetings with the Program Directors' Committee of the NAB and discussed plans for the 7th War Loan Drive.

"This one day with representative Program Directors from throughout the country served both to guide us in our thinking and stimulate us in our efforts beyond anything which I have experienced since my connection with War Bond promotion. In this feeling I am joined by each and every member of the staff of the Radio Section of the War Finance Division.

"I am convinced that no group throughout the country is more wholeheartedly willing than the broadcasters to cooperate in the tremendous task which faces us in the 7th War Loan. It remains for us in the Radio Section to give the brand of service which this wholehearted cooperation so richly deserves. This is our ambition, and once we achieve this ambition, there cannot be the slightest doubt that the Radio Industry will come through one-hundred percent. Past experience in all phases of public service bears out this contention."

EUGENE CARR,
Chief, Radio Section.

"The Radio Bureau of the Office of War Information is deeply indebted to the National Association of Broadcasters for the recent valuable meeting with the Program Managers Committee. In addition to this somewhat formal expression of appreciation, I want to thank you personally for your courtesy in making such a get-together possible. As representative of program operations in every NAB District, it was extremely helpful for the Government to have the give-and-take of the broadcasters' point of view regarding war effort broadcasting by individual stations. "Station program managers perform an extremely important war job. Were it not for the continuous co-operation of their departments in American radio stations, it would be difficult if not impossible for the Government to keep the home front fully informed. They interpret the national need to the community, and without such local translation complete national support would fall short of meeting the demanding necessities of modern warfare. "It was stimulating to find them so well informed and so sincerely interested in the various campaigns and programs that make up the whole war job on the information front. We appreciated the kind words they said about the value of OWI to the broadcasters as the channelling agency for all Government departments and services, but we were even more appreciative of the opportunity to exchange ideas with the men who are responsible for delivery of the 'end product' in station operations. "Again, thanks to NAB and to you personally for bringing it about."

GEORGE P. LUDLAM,
Chief, Domestic Radio Bureau.

NAB CODE COMMITTEE MEETS

The Code Committee of the National Association of Broadcasters met in New York City on Wednesday and Thursday of this week, March 21-22. The meeting was an executive session to give further study to what, if any, suggested revision may be necessary in the industry's standards of practice.

The conclusions of the Committee will be submitted to the NAB Board at its next meeting.



OHIO STATE RADIO STATION OBSERVES 25TH BIRTHDAY

Columbus, O., March 23.—Ohio State University's broadcasting station, WOSU, celebrates its silver anniversary today, and most of this week will be devoted to special programs appropriate to the occasion.

It was on March 23, 1920, that the university received its first experimental license authorizing it to operate for one year on either 200 or 375 meters with a power of 1.8 kilowatts and the call letters of 8 XI. The first broadcast was on April 20.

Today WOSU is on the air an average of 72 hours a week, with a wide variety of broadcasts—music, drama, news, farm information, lectures from university classrooms, a regular Sunday afternoon forum.

Two major activities of the university station are the

"Ohio School of the Air," broadcasting programs for classroom use in the schools of the state, and the "Radio College," broadcasting courses in languages, social sciences, music appreciation, and other subjects for adults.

Ohio State's electrical engineering department began to experiment in wireless telegraphy around the turn of the century. By 1913 the university had a good station which, during the flood of that year, was one of the few ways Columbus had of keeping in touch with the outside world.

The Ohio State broadcast of April 20, 1920, was the first to be made from central Ohio, and it was heard over a radius of 120 miles—exceeding all expectations.

Dr. William Oxley Thompson, president of the university, was the speaker. He said in part:

"We are starting tonight the first of a series of programs of entertainment and instruction for the citizens of central Ohio. . . . These programs will be of the highest type, including music, science, and other subjects of popular interest. . . .

"Happily, Columbus' first radio program is being broadcast from Ohio State University. Educational institutions always have shown a strong interest in applied modern science. . . .

"I congratulate you on the prospects before you as the result of this marvelous development."

The program that night also included news—results of all games played that day in the National and American Leagues and the American Association, and the report of a \$10,000 fire in Columbus.

In June, 1922, the station received its permanent license and the call letters WEOA. The designation was changed to WOSU in September, 1933.

ELEVEN STATIONS, COAST-TO-COAST, SALUTE KFRO ON TENTH ANNIVERSARY

Station KFRO, Longview, Texas, recently completed ten years of service to its listeners.

An elaborate program was worked out to commemorate the event by James R. Curtis, President. Letters were sent to broadcasters the country over inviting them to join KFRO in observing this tenth birthday; information was enclosed on KFRO, Longview, and East Texas. Stations were asked to make a program "advertising your station and territory, salute KFRO on the transcribed program, and send it on to KFRO and we will be glad to give you this complimentary program as a part of our Tenth Anniversary. Programs may be as long as 30 minutes in duration."

Stations which responded with transcribed salutes were:

KMOX, St. Louis	30 min.
WAIT, Chicago	30 min.
WWL, New Orleans	15 min.
KELA, Centralia, Ore.	15 min.
WSPR, Springfield, Mass.	3 min.
WCAR, Pontiac	3 min.
WEBC, Duluth-Superior	15 min.
KGW, Portland, Ore.	5 min.
KTSA, San Antonio	15 min.
WIBW, Topeka	15 min.
WBAF, Ft. Worth	15 min.

KFRO went on the air in 1935 as a 100 watt daytime station. In 1940 it became a full time 1000 station with a new transmitter located on a ten acre plot just east of Longview. James R. Curtis was the original founder of the station and remains as its president.

RADIO BACKED FOUNDATION EXPANDS

With broadcasting the backbone of the fund raising activities of the National Foundation for Infantile Paralysis, broadcasters will be glad to know that \$1,267,600 has just been appropriated by the Foundation for the training of qualified physical therapists.

In announcing the appropriation President Basil O'Connor explained that present day medical treatment of patients with infantile paralysis demands more and more physical therapy. "A physical therapist," said Mr. O'Connor, "is a technician who uses physical agents such as heat, electricity, light, exercise, rest, muscle training and similar methods in contrast to the use of drugs, biological and surgical technics."

Dr. Irvin Abell, Louisville, Kentucky, chairman of the Board of Regents of the American College of Surgeons, is chairman of a special committee to assist in the development of the new program.

WLS ACCOUNTS FOR CHRISTMAS FUNDS

Christmas Neighbors Club, sponsored by Prairie Farmer and radio station WLS, Chicago, has disbursed \$85,318.89, donated by listeners and readers, since its founding in 1935. A 48-page illustrated financial report of the club has just been distributed to 13,000 persons. In 1944, according to the report, \$26,880.56 was contributed against \$3,377.04 in 1935.

The 1944 funds have already provided 140 inhalators, 118 wheel chairs, 111 infant incubators and 68 orthopedic walkers for 238 hospitals and child care institutions. Two hundred or more additional gifts will be purchased and distributed during the next few weeks.

NEW WBTM CHURCH POLICY SUCCEEDS

Since January 1, 1945, radio station WBTM, Danville, Virginia, has been operating on a policy of not selling time to religious groups. According to R. Sanford Guyer, manager, the policy continues to meet with originally anticipated success.

Change in policy was made known locally on December 16, 1944, when the cooperation of the Ministerial Association of Danville was secured. The 11-12 o'clock church hour on Sunday is given to all of the churches without charge. The station cooperates further with the Ministerial Association by scheduling a daily morning devotional period of 15 minutes. Additional time is provided the Association when it is deemed "necessary in furthering its work in Danville and vicinity."

WFA COMPLIMENTS WOMEN BROADCASTERS

Radio Round-Up, a publication issued by the War Food Administration, pays warm tribute to women broadcasters in its February 22 issue, reporting a special transcription which was prepared by the WFA and played by representatives of that government agency for listeners at the AWD-NAB "Women of the United Nations" meeting at the Hotel Roosevelt, New York City, February 17. (See NAB REPORTS, Volume XIII, page 66.)

The text of the transcription as taken from *Radio Round-Up*:

"Since the war began, every woman broadcaster has been saddled with extra responsibility . . . selling war bonds . . . recruiting women for the services and carrying other government messages into the homes of America. The War Food Administration takes this opportunity to pay tribute to the women directors for the outstanding job they have done in helping homemakers understand the swiftly changing food picture. As a group, women broadcasters have diverted attention from shortages and have helped to merchandise the plentiful foods. They have done a great deal to teach women nutrition, food conservation, food preservation, and better buying habits. These women, sitting before their microphones day after day, week after week, are a real power, in guiding homemakers through the adjustments of wartime living.

"It's easy to visualize this power when you realize the Association of Women Directors of NAB numbers its membership around 700. This pioneer organization of women was created less than six months after we entered the war. There was a real need for cooperation to promote projects affecting women listeners . . . a real need for a clearing house for ideas and techniques. And so AWD was born . . . in May 1942.

"It was no accident that the first issue of the War Food Administration's *Radio Round-Up* hit the desks of the women commentators a month later . . . in June 1942. As a matter of fact, many of the women broadcasters who helped get AWD under way were the first to ask for current factual information on the ever changing food situation. As the result of these requests WFA launched *Radio Round-Up on Food*, the weekly service sheet for women directors.

"To give you some idea how the hundreds of women broadcasters all over the country use this important information in their various shows, we are bringing you the voices of seven members of AWD . . . [the following broadcasters previously had made transcriptions of War Food messages used on their shows, and at this point their voices were dubbed in on the recorder: Ruth Chilton, WCAU, Philadelphia; Ann Holden, KGO, San Francisco; Mildred Bailey, WTAG, Worcester, Mass.; Darragh Aldrich, WCCO, Minneapolis; Ruth Crane, WMAL, Washington, D. C.; and Elizabeth Hart, WMAQ, Chicago. The platter then continues:]

"Without the help of friendly voices such as you've just heard, it would be impossible to reach every homemaker. The women broadcasters of this country are making and will continue to make a great contribution to the war effort . . . and to better living in the years to come. The War Food Administration says, most sincerely . . . thank you."

WKOK HOSPITAL BROADCASTS WELL RECEIVED

B. A. Beck, general manager of WKOK, Sunbury, Pa., informs NAB that he has had many favorable comments on a recent series of six broadcasts outlining the four-fold responsibility of the typical American hospital to the community it serves.

The series was put on the air through the cooperation of the Sunbury Community Hospital and the Sunbury Chamber of Commerce.

NATIONAL BOYS AND GIRLS WEEK APRIL 28-MAY 5

National Boys and Girls Week, a 25-year-old institution will be observed throughout the nation April 28 to May 5.

A manual giving complete information concerning Boys and Girls Week celebrations, and extensive suggestions for daily programs, may be secured without charge by writing the National Boys and Girls Week Committee, Room 950, 35 E. Wacker Drive, Chicago 1, Illinois.

Suggestions may be adapted as required to suit the needs of individual celebrations and communities.

Stated objectives of programs are:

1. To focus public attention upon boys and girls, their potentialities, and their problems, to the end that increasing numbers of adults may be awakened to the joys and opportunities of youth service and inspired to participate.
2. To give impetus to year-round programs of character building activities for the general welfare of boys and girls; and to acquaint the public with the agencies which are serving this purpose.
3. To emphasize the importance of a sound body, a trained mind, and spiritual growth in the complete development of the boy and girl; and to emphasize the important functions of the home, the church, and the school in such developments.
4. To emphasize the need for instilling in boys and girls the love of country and respect for its laws and established institutions and of bringing to each the realization of his duties and responsibilities as a citizen.

Federal Communications Commission Docket

HEARINGS

No broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, March 26.

Federal Communications Commission Action

APPLICATIONS GRANTED

- WHOM—New Jersey Broadcasting Corp., Jersey City, N. J.—Granted modification of license to change corporate name to Atlantic Broadcasting Company, Inc. (B1-ML-1210)
- WJNO—WJNO, Inc., West Palm Beach, Fla.—Granted authority to determine operating power by direct measurement of antenna power.
- KETJ—National Broadcasting Co., Inc., San Francisco, Calif.—Granted license to cover construction permit for new relay broadcast station; frequencies 1606, 2074, 2102 and 2758 kc., 100 watts. To be used with KPO.
- W8XGZ—Guz Zaharis, South Charleston, W. Va.—Granted modification of construction permit authorizing new experimental television broadcast station, for extension of completion date from 4-1-45 to 10-1-45.
- W2XMT—Metropolitan Television, Inc., New York City—Granted modification of construction permit which authorized new experimental television broadcast station, for extension of completion date only, from 5-31-45 to 6-30-45. The CP is granted upon an experimental basis only, and upon the express condition that it is subject to change or cancellation by the Commission at any time, without advance notice or hearing, if in its discretion the need for such action arises. Nothing contained herein is to be construed as a finding by the Commission that the operation of this station upon the frequencies authorized is or will be in the public interest beyond the express terms hereof. (B1-MPVB-117)
- KGHI—A. L. Chilton & Leonore H. Chilton, a partnership, d/b as KGHl Broadcasting Service (Assignor), A. L. Chilton, Leonore H. Chilton and S. C. Vinsonhaler, a partnership, d/b as KGHl Broadcasting Service (Assignee), Little Rock, Ark.—Granted consent to voluntary assignment of license of station KGHl, from A. L. Chilton and Leonore H. Chilton, a partnership, d/b as KGHl Broadcasting Service, to A. L. Chilton, Leonore H. Chilton and S. C. Vinsonhaler, a partnership, d/b as KGHl Broadcasting Service, for a consideration of \$12,000 for a 10 per cent interest in assignee partnership acquired by Vinsonhaler. (B3-AL-473)
- Potomac Broadcasting Corp., Alexandria, Va.—Granted request for 30-day extension of time within which to comply with the procedural conditions attached to conditional grant for a new station.

DESIGNATED FOR HEARING

- WHEB—WHEB, Inc., Portsmouth, N. H.—Designated for hearing application for construction permit to change frequency from 750 to 1430 kc., and power from 1 KW to 250 watts night, 1 KW day, and time of operation from L-WSB to unlimited. (B1-P-3853)

LICENSE RENEWALS

- KOIN—KOIN, Inc., Portland, Ore.—Granted license to cover construction permit which authorized changes in transmitting equipment. (B5-L-1868)
- WBLR—Columbus Broadcasting Co., Inc., area of Columbus, Ga.—Granted renewal of relay broadcast station.
- WHPT—Radio Station WMFR, Inc., area of High Point, N. C.—Granted renewal of relay broadcast station.

W4XGG—Gordon Gray, Winston-Salem, N. C.—Granted renewal of ST broadcast station license for the period ending April 1, 1946.

W3XO—C. M. Jansky, Jr., and Stuart L. Bailey, d/b as Jansky and Bailey, Georgetown, D. C.—Granted renewal of temporary Class 2 experimental high frequency broadcast station license for the period ending April 1, 1946.

MISCELLANEOUS

KXA—American Radio Telephone Co., Seattle, Wash.—Denied special service authorization to operate unlimited time for the period ending 11/1/46.

WMPS—Memphis Broadcasting Co., Memphis, Tenn.—Granted renewal of license (Commissioner Durr not participating), subject to the condition that transfer of control authorized December 27, 1944, be completed within the terms of the consent as recently extended to March 27, 1945.

WMC—Memphis Publishing Co., Memphis, Tenn.—Granted petition for continuance of hearing on renewal application of of WMC, now scheduled for March 21 for a period of 30 days.

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

Raytheon Mfg. Co., Chicago, Ill.; Philadelphia Daily News, Inc., Philadelphia, Pa.; Iowa State College of Agriculture & Mechanic Arts, Ames, Iowa; The Crosley Corp., Dayton, Ohio.

The Commission (by Case, Commissioner) on March 17 took the following action:

WGBF—Evansville On the Air, Evansville, Ind.—On the Commission's own motion, postponed the hearing on application for renewal of license, now scheduled for March 19, to April 10, 1945.

KDNT—Harwell V. Shepard, Denton, Texas, and WACO—Frontier Broadcasting Co., Inc., Waco, Texas.—Denied petitions for immediate consideration under Supplemental Statement of Policy of January 16, 1945, of their respective applications for new stations without prejudice to later determination on their merits, and directed that the cases be retained in the pending files.

WFTC—Jonas Weiland, Kinston, N. C.—Denied special service authorization to operate on 590 kc. with power of 250 watts day, 100 watts night, for the period ending April 1, 1945. (B3-SSA-121)

WKIX—Inter-City Advertising Co., Columbia, S. C.—Adopted memorandum opinion granting modification of construction permit (pursuant to Commission's action of October 9, 1944, authorizing a new station to operate on 1490 kc. with 250 watts power, unlimited time), to specify new transmitter, approval of antenna and approval of transmitter and studio location; further ordered that a construction permit as thus modified be issued. (B3-MP-1793)

Loys Marsden Hawley, Conway, S. C.—Adopted memorandum opinion ordering issuance of construction permit pursuant to Commission's action of January 16, 1945, authorizing a conditional grant of application for a new station to operate on 1490 kc., 250 watts, unlimited time.

APPLICATIONS FILED AT FCC

660 Kilocycles

KFAR—Midnight Sun Broadcasting Co., Fairbanks, Alaska—Extension of special service authorization to operate on 660 kc., with power of 10 KW, unlimited hours of operation.

890 Kilocycles

WHNC—Henderson Radio Corp., Henderson, N. C.—Modification of construction permit (B3-P-3641, which authorized a new standard broadcast station) for change in location of transmitter and studio. Amended to make changes in antenna.

1010 Kilocycles

WINS—Hearst Radio, Inc., New York, N. Y.—Voluntary assignment of license and construction permit to The Crosley Corporation.

1340 Kilocycles

WCLS—WCLS, Incorporated, Joliet, Ill.—Transfer of control of licensee corporation from Walter Ashe to Willard H. Erwin, Jr., Arthur C. Litton, Clint Litton, Calvin F. Wilson, Gerald G. Smith, Norman S. Fitzhugh, Jr., and Robert L. Bowles (51 shares common—51%).

1400 Kilocycles

KNAK—Granite District Radio Broadcasting Co., Salt Lake City, Utah.—License to cover construction permit (B5-P-2750) as modified which authorized a new standard broadcast station.

KNAK—Granite District Radio Broadcasting Co., Salt Lake City, Utah.—Authority to determine operating power by direct measurement of antenna power.

1490 Kilocycles

WKBV—Central Broadcasting Corp., Richmond, Ind.—License to cover construction permit (B4-P-3598), which authorized increase in power, changes in transmitting equipment, and move of transmitter and studio.

WKBV—Central Broadcasting Corp., Richmond, Ind.—Authority to determine operating power by direct measurement of antenna power.

WTMC—Ocala Broadcasting Co., Inc., Ocala, Fla.—Authority to install new automatic frequency control unit.

FM APPLICATIONS

NEW—Henderson Broadcasting Co., Inc., Henderson, Ky.—Construction permit for a new high frequency (FM) broadcast station to be operated on 49900 kc., with coverage of 7,660 square miles.

NEW—Scripps-Howard Radio, Inc., Pittsburgh, Pa.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46900 kc., with coverage of 8,400 square miles.

NEW—Hopkinsville Broadcasting Co., Inc., Hopkinsville, Ky.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44900 kc., with coverage of 2,841 square miles.

NEW—Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette, Jr., Evalyn H. Dolph, Hope D. Pettay, Rachel Young LaFollette, Genevieve S. Nesbit, John Ernest Roe, W. Wade Boardman, co-partners, d/b as Milwaukee Broadcasting Co., Milwaukee, Wis.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48900 kc., with coverage of 1,279 square miles. AMENDED: to include names of Genevieve S. Nesbit, John Ernest Roe, and W. Wade Boardman in partnership.

NEW—Fisher's Blend Station, Inc., Seattle, Wash.—Construction permit for a new high frequency (FM) broadcast station to be operated on 43900 kc., with coverage of 15,326 square miles.

NEW—James A. Hardman, North Adams, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on 49500 kc., with coverage of 7,752 square miles.

NEW—Mid-Coastal Broadcasting Co., Washington, D. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45900 kc., with coverage of 10,800 square miles.

NEW—Liberty Broadcasting Corp., Atlanta, Ga.—Construction permit for a new high frequency (FM) broadcast station to be operated on 43300 kc., with coverage of 20,167 square miles.

NEW—Fred R. Hover, d/b as Findlay Radio Co., Findlay, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44100 kc., with coverage of 6,800 square miles.

NEW—The Crosley Corp., Washington, D. C. Construction permit for a new high frequency (FM) broadcast station to be operated on 45500 kc., with coverage of 10,800 square miles.

NEW—Mobile Daily Newspapers, Inc., Mobile, Ala.—Construction permit for a new high frequency (FM) broadcast station to be operated on 47100 kc., with coverage of 10,008 square miles.

NEW—WKBH, Incorporated, LaCrosse, Wis.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44100 kc., with coverage of 15,864 square miles.

TELEVISION APPLICATION

NEW—Scripps-Howard Radio, Inc., Pittsburgh, Pa.—Construction permit for a new commercial television broadcast station to be operated on Channel #3 (66000-76000 kc.), with ESR of 1230.

MISCELLANEOUS APPLICATIONS

NEW—Joseph F. Novy, Riverside, Ill.—Construction permit for a new developmental broadcast station to be operated on 44500-47100 kc., power of 1 KW, and A4 and special emission.

WSSC—Savannah Broadcasting Co., area of Savannah, Ga.—License to cover construction permit (B3-PRE-443) for a new relay broadcast station.

KNBX—National Broadcasting Co., Inc., near Dixon, Calif.—Construction permit to change transmitter, and increase power from 50 KW to 200 KW.

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.

William R. Hill & Co.—Violation of the brokerage section of the Robinson-Patman Act is alleged in a complaint against William R. Hill, trading as William R. Hill & Co., 114 Virginia St., Richmond, Va., engaged in business as both a broker and a direct buyer of food products, including canned fish, canned fruits and vegetables, and other commodities. Hill also is vice president of and a large stockholder in Chas. E. Brauer Co., Inc., a wholesale grocery and confectionery firm in Richmond. (5295)

Pompeian Olive Oil Corporation, 4201 Pulaski Highway, Baltimore, is charged in a complaint with misrepresenting its Pompeian Brand olive oil as being an imported product. (5294)

STIPULATIONS

During the past week the Commission announced no stipulations.

CEASE AND DESIST ORDERS

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

H. Boker & Co., Inc., a New York corporation, and H. Boker & Co., Inc., a New Jersey corporation, engaged in the manufacture, sale and distribution of knives and with offices at 101 Duane St., New York, have been ordered to cease and desist from marking, designating or describing their knives as "Scout," "Boy Scout" or "Junior Scout." The Commission found that the knives designated by such terms are not manufactured or distributed under the supervision of the Boy Scouts of America, are not approved, endorsed or sponsored by that organization and are not a part of its standard equipment. (4121)

William H. Howe, 122 Jewett St., Lowell, Mass., has been ordered to cease and desist from disseminating advertisements which represent that the preparation he sells under the name of Lady Ashton Foot Ease will remove calluses, or assist in their removal in excess of temporarily softening the outer layers. (5089)

National Retail Tea & Coffee Merchants Association, Inc., Merchandise Mart Building, Chicago, and its officers, directors and members have been ordered to cease and desist from conspiring to restrain trade and prevent and lessen competition in connection with the sale of tea, coffee, household specialties, toilet preparations and other items of merchandise commonly handled by home service merchants. (4776)