



The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W.

WASHINGTON 6, D. C.

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"Telling the World" Report No. 2

Local Originations in Support 7th War Loan

Period—May 13-20

(Excluding Network and National Spot)

Sing for the 7th	5-min ET	3,183
Treasury Salutes	15-min ET	3,069
Music for Millions	15-min ET	2,534
Treasury Song	5-min ET	52
Buy Buy Bonds	3-min ET	269
Buy Buy Bonds	4-min ET	52
Spots	Live & ET	65,106
	2-min	1,174
	3-min	175
Programs	5-min	731
	6-min	41
	10-min	371
	15-min	1,123
	20-min	21
	25-min	10
	30-min	425
	45-min	46
	55-min	2
	1 hour	57
	1¼ hours	27
	1½ hours	10
	2 hours	2
	2½ hours	2
	3 hours	2
	7 hours	1

No. 4 Report is due June 4

No. 5 Report is due June 11

Please send Nos. 1, 2 and 3 if you haven't done so

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*.

CENSORSHIP RELAXED

Office of Censorship has sent to all broadcasters first amendment to May 15th revised code. Notice of this revision is contained in a release signed by Byron Price, Director of the Office of Censorship, and reads as follows:

"Effective at once the second sentence of the 'Ships' section of the Press and Radio Code (Edition of May 15, 1945) is amended to read as follows:

"Identity, location, cargoes and movements of merchant vessels within or proceeding to or from the Pacific-Asiatic area."

"This clears for publication and broadcast information of every type regarding merchant shipping in the Atlantic, its adjacent seas, and the western coastal waters of South America, except for vessels bound to or from the Japanese war zone.

"The identity and movements of war ships including transports remain restricted, but there is no objection to publishing or broadcasting the identity and arrival of transports from Europe in Atlantic or Gulf ports after they have reached quarantine.

"Since it is unlikely that other changes in the Code will be made in the near future, I suggest that to save printing expense the foregoing amendment be written into your copies."

Announcement also comes from Supreme Headquarters, Allied Expeditionary Force, Paris, that censorship in the European theater of operations has been discontinued "except for major troop movements and details connected therewith and such other matters of high military importance as may require reference to the supreme commander."

Lifting of the European restrictions came as a surprise to correspondents, who had been told that censorship division of SHAEF would maintain relaxed control over all news sent from the European theater for a longer period of time.

Explanation of just what matters would be considered of sufficient importance to be referred to General Eisenhower for clearance was not immediately forthcoming.

FCC STATEMENT OF POLICY INTERPRETED

The Federal Communications Commission today released copies of two letters which interpret the Statement of Policy issued on January 16, 1945, with respect to new construction of standard broadcast stations, where an application is made for the frequency assigned to an existing station or a frequency made available by the Commission's refusal to renew a license.

The first letter addressed to Mr. Andrew G. Haley, Earle Building, Washington 4, D. C., and signed by the direction of the Commission, T. J. Slowie, Secretary, follows:

"This will reply to your letter of May 12, 1945 request-

ing information regarding the procedure which the Commission proposes to follow in the consideration of applications for the operating assignment made available by the Commission's refusal to renew the license of Station WOKO, Albany, N. Y.

"The Statement of Policy issued on January 16, 1945, restricting the construction of new standard broadcast facilities does not preclude the consideration on the merits of an application for a frequency made available by the refusal of the Commission to renew the license of an existing station. Such an application will not be placed in the pending file but will be given current consideration on all aspects of the proposal.

"You are also advised that in such a case the policy on new construction does not require specification as to availability of equipment."

The second letter, also signed by direction of the Commission, T. J. Slowie, Secretary, and addressed to Missionary Society of St. Paul the Apostle, 415 West 59th Street, New York 19, N. Y., is reprinted below:

"An examination has been made of the application which you have submitted for a standard broadcast station to operate on 1130 kc with 10 kw unlimited time in New York City. It is noted that this application requests the operating assignment now used by the Greater New York Broadcasting Corporation, licensee of Station WNEW.

"Since you have requested the facilities of an existing station, a determination of your application will necessarily involve a comparison of the service which you propose to render with that now being furnished by that licensee. An essential part of this comparison will necessarily be engineering considerations, such as the area and population to be served, the interference that may result to stations on the same or adjacent channels, and the general conformance of your proposal to the Standards of Good Engineering Practice and the engineering phases of the Commission's Rules and Regulations.

"A review of your application reveals that no engineering data have been furnished which would enable the Commission to make the foregoing comparative examination. No specification has been made of the transmitter site or the directional antenna pattern, if any to be employed, and as a result it will not be possible to compute the proposed coverage, the interference effects, 'blanketing' areas and many similar matters. Since these omissions are of material consequence your application cannot be regarded as complete within the meaning of Section 1.72 of the Rules and Regulations and therefore cannot be accepted for filing at this time.

"With respect to the question as to whether or not the applicant must have necessary materials on hand you are advised that the policy announced on January 16, 1945, does not require specification as to availability of equipment where the request is for the frequency of an existing station. Such an application would not be placed in the pending file but would be given current consideration on all aspects of the proposal.

"Due to the omissions previously mentioned, the application is being returned herewith as incomplete."

RADIOS PREFERRED TO TELEPHONES

Minnesota Poll of Public Opinion, conducted by the *Minneapolis Sunday Tribune*, indicates that 63% of the people polled prefer radios over telephones in the home, with a corresponding 27% showing opposite preference, according to results published in that paper on May 20. Those polled were asked the question "If you had to do without either a telephone or radio in your home, which one would you rather give up?"

HEAR QUINCY GLOBAL SHOW IN FAR EAST

The Quincy, Illinois, "Let's Go to Town" program, was heard in the Philippines at 8:30 p. m., Friday, May 18, according to word received by C. Arthur Fifer, task force commander, and program manager, WTAD. Notification was made by an Army Lieutenant who resides in the Quincy area.

KTSW ANNUAL COLLEGE AWARD GOES TO GIRL

EMPORIA, KAN.—KTSW sent another radio-minded college student summer institute way with all expenses paid when Maxine Burke, a junior at Emporia State Teachers College, received the station's annual award for "demonstrated interest and ability in the field of radio and definite promise of contribution to the industry."

Miss Burke has been active this past year in the Radio Office at Emporia State which produced a series of daily educational programs over KTSW, beamed to the rural school classrooms of that area.

Armed with summer radio institute experience, Miss Burke will become a key figure in next year's expanded program which, with the supervision of the Kansas State Department of Education, will be heard over the Kansas State Network to a potential of six thousand, five hundred Kansas rural schools.

RYAN THANKS NATION'S PAPERS

(As Released by NAB News Bureau, May 27)

Reaffirming the determination of broadcasters to remain united with a free press in preserving "uncensored and unimpeded the channels of communication which are the heritage of a free people" J. Harold Ryan, president of the National Association of Broadcasters today sent the following message to the newspapers of America:

"We of the broadcasting industry wish to express our appreciation to the newspapers of America for the manner in which they recognized our performance in the public interest on VE Day.

"Truly our facilities and our ability as broadcasters were taxed to the utmost on this momentous occasion. Three events of the past year have called upon our every resource in the proper discharge of our public trust. These three events were D Day, the loss of Franklin Delano Roosevelt and VE Day.

"The acknowledgments of our friends and contemporaries, the newspapers of America, which resulted from the performance of our duty and privilege as broadcasters during those fateful hours, will live long in our memory.

"A free radio in its twenty-fifth year desires to renew with a free press the resolution to preserve uncensored and unimpeded the channels of communication which are the heritage of a free people."



GOOD REPORTS ON KIWANIS WEEK DELUGE NAB

The deluge of reports on Kiwanis Radio Week (May 13-19) observances that has been pouring in to NAB headquarters from towns and cities the nation over gives ample and mounting evidence that this was one of the finest and most complimentary events ever staged for the purpose of paying tribute to radio's place in American life as a great social force.

Many scripts and detailed reports of well-staged events continue to come in with each new delivery of the mail.

NAB is especially anxious to have a full report from all stations so that we may be informed of how Kiwanis Radio Week was observed in each community. If you have not already done so, please let us know if your program was on the air or if transcriptions were made at the meeting and later broadcast. If the program was on the air a copy of your script will be greatly appreciated. In any event please send us a letter describing the success of your local Kiwanis Radio Week.

You will find it desirable to turn this matter over to your publicity or promotion department to send on to NAB since this material will be used in industry-wide Twenty-fifth Anniversary publicity some time during the current year.

REINSCH TO FRISCO WITH PRESIDENT TRUMAN

Announcement has been made at the White House that J. Leonard Reinsch, managing director of Cox stations and member of NAB board of directors and legislative committee, will journey to San Francisco with President Truman on the Chief Executive's soon expected visit to the UNCIO conference now in progress in that city.

FARM SAFETY PROGRAM AWARDS

In connection with National Farm Safety Week, July 22-28, the National Safety Council is presenting program awards to stations and networks for Distinguished Service to Safety. These awards will go to a national network, a regional network and to a station under 50,000 watts and to a station of 50,000 watts or more.

Judges for the awards will be Wallace Kadderly, Chief of the Radio Section, United States Department of Agriculture; John J. Lacey, Director of Information, American Farm Bureau Federation; and Maynard H. Coe, Director of the Farm Division of the National Safety Council.

Full information may be had by writing to the National Safety Council, 20 North Wacker Drive, Chicago 6, Ill.

SHEEP JOIN STAFF

DAYTON, OHIO—Due to manpower shortage, WHIO has purchased 50 sheep to serve as lawnmowers for the grounds at the transmitter.

Stations wishing to emulate are cautioned to plant reasonable facsimiles of wolves in valued shrubbery.

SOLDIER TAKES OVER KTSM FOR DAY

EL PASO, TEX.—Marking its third anniversary, the Anti-aircraft Training Center at Fort Bliss celebrated the festive occasion by filling various key posts in El Paso with military personnel. The Mayor's chair was filled by a man in uniform as were the editor's positions of the newspapers and the managers' chairs of the local radio stations. Karl O. Wyler, manager, KTSM, had as his "stand-in" for the day, Sgt. Stan Stankowski.

VETERANS OVER 40 ELIGIBLE FOR DISCHARGE

Station managers may be interested in knowing that former employees who are now in the Army and who have reached their 40th year may apply for a discharge from the Army.

Such enlisted men must make application in writing to their immediate commanding officers. This lowers the previous age limit which made eligible for discharge men of 42 years and over.

Federal Communications Commission Docket

HEARINGS

No broadcast hearings were scheduled before the Commission during the week beginning Monday, June 4.

There was no regular Commission meeting this week because of the absence from Washington of the majority of the Commission.

Federal Communications Commission Action

APPLICATIONS GRANTED

- WNBH—E. Anthony & Sons, Inc., New Bedford, Mass.—Granted authority to determine operating power by direct measurement of antenna power.
- WTBO—Associated Broadcasting Corp., Cumberland, Md.—Granted construction permit to make changes in transmitting equipment.
- Philco Radio & Television Corp., Area of Washington, D. C., Philadelphia, Pa., and New York. Portable-Mobile.—Granted licenses to cover three construction permits for increase in power and changes in emissions and area of three experimental television relay broadcast stations; conditions; and subject to changes in frequency assignments which may result from proceedings in Docket 6651. (B1-LVB-57, 58, 60)
- Philco Radio & Television Corp., Area of Washington, D. C., Philadelphia, Pa., and New York. Portable-Mobile.—Granted license to cover construction permit which authorized a new experimental television relay broadcast station; conditions; and subject to changes in frequency assignments which may result from proceedings in Docket 6651. (B1-LVB-59)
- Potomac Broadcasting Corp., Alexandria, Va.—Granted request for extension of time to June 12, 1945, within which to comply with the procedural conditions in conditional grant for a new station.

MISCELLANEOUS

- WIBU—William C. Forrest, Poynette, Wisc.—Adopted order dismissing petition for rehearing directed against the action of the Commission on January 16, 1945, granting without hearing the application of Francis M. Kadow (WOMT), Manitowoc, Wisc., for construction permit to increase power to 250 watts on frequency 1240 kc., and make changes in transmitter.

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

Laurence W. Harry, Fostoria, Ohio; The Akron Radio Corp., Akron, Ohio; Orlando Daily Newspapers, Inc., Orlando, Fla.; Joe L. Smith, Jr., Beckley, W. Va.; Piedmont Broadcasting Corp., Danville, Va.

The Penna. State College, State College, Penna.—Placed in the pending file application for new noncommercial educational broadcast station.

Licenses for the following relay broadcast stations, heretofore extended on a temporary basis, were further extended upon a temporary basis only, pending determination upon application for renewal of license, for the period ending August 1, 1945:

KFAA, Area of Dallas; KNED, Area of Fort Worth; WADA, Area of Charleston, W. Va.; WAUT, Evansville, Ind.; KIEL, Area of Seattle; KFBL, Area of Cheyenne, Wyo.; KFBM, Area of Cheyenne; WQER, Area of Atlanta, Ga.; WHMK, Hagerstown,

Md.; WJEK, Area of Hagerstown, Md.; KAXY, KEJR, Area of Fort Worth; WABG, Area of Memphis, Tenn.; WAOE, Area of Aurora, Ill.; WAIN, Area of Peoria, Ill.; WEKH, Area of Peoria, Ill.; KBTA, Area of Duluth, Minn.; KBTB, Duluth; WAXL, Area of Kinston, N. C.; WAIJ, WAIY, Area of Utica, N. Y.; WTNK, Area of Trenton, N. J.

WATA—Ashland Broadcasting Co., Area of Ashland, Ky.—Extended license for relay broadcast station upon a temporary basis only, for the period ending August 1, 1945, pending determination upon application for renewal.

WJWA—Birney Imes, Jr., Area of Columbus, Miss.—Extended license for relay broadcast station upon a temporary basis only, for the period ending August 1, 1945, pending determination upon application for renewal.

APPLICATIONS FILED AT FCC

1060 Kilocycles

KYW—Westinghouse Radio Stations, Inc., Philadelphia, Pa.—Construction permit to install new directional antenna system. Amended re corporate structure.

1110 Kilocycles

WBT—Columbia Broadcasting System, Inc., Charlotte, N. Car.—Voluntary assignment of license to Southeastern Broadcasting Company.

1150 Kilocycles

KSWO—Byrne Ross and R. H. Drewry, d/b as KSWO Broadcasting Co., Lawton, Okla.—Assignment of license to Oklahoma Quality Broadcasting Co., a co-partnership composed of R. H. Drewry, J. R. Montgomery, Ted R. Warkentin and Robert P. Scott.

1280 Kilocycles

KIT—Carl E. Haymond, Yakima, Wash.—License to cover construction permit (B5-P-3781) which authorized changes in transmitting equipment.

1400 Kilocycles

WHBC—The Ohio Broadcasting Co., Canton, Ohio—License to use formerly licensed RCA 250-D transmitter as an auxiliary with power of 250 watts.

1490 Kilocycles

KXOA—Lincoln Dellar, Sacramento, Calif.—License to cover construction permit (B5-P-3663) for a new standard broadcast station.

KXOA—Lincoln Dellar, Sacramento, Calif.—Authority to determine operating power by direct measurement of antenna power.

1600 Kilocycles

NEW—Herbert W. Brown and David A. Brown, d/b as Central Valley Radio, Lodi, Calif.—Construction permit for a new standard broadcast station to be operated on 1600 kc., power of 250 watts and unlimited hours of operation. Amended to request frequency of 1570 kc. and daytime hours of operation.

NEW—Charlotte Broadcasting Co., Charlotte, N. C.—Construction permit for a new standard broadcast station to be operated on 1600 kc., with power of 1 KW, unlimited hours of operation, employing directional antenna day and night. Amended: re stockholders.

FM APPLICATION

NEW—KXL Broadcasters, Portland, Ore.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44700 kc., with coverage of 16,300 square miles.

TELEVISION APPLICATIONS

NEW—Westinghouse Radio Stations, Inc., Boston, Mass.—Construction permit for a new commercial television broadcast station to be operated on Channel #5 (84000-90000 kc.), ESR 1610. Amended re corporate structure.

NEW—Westinghouse Radio Stations, Inc., Philadelphia, Penna.—Construction permit for a new commercial television broadcast station to be operated on Channel #7 (102000-108000 kc.), ESR 1420. Amended re corporate structure.

NEW—Westinghouse Radio Stations, Inc., Pittsburgh, Penna.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (50000-56000 kc.), ESR 2260. Amended re corporate structure.

NEW—North Jersey Broadcasting Co., Inc., Clifton, N. J.—Construction permit for a new experimental television broadcasting station to be operated on 514000-530000, 900000-920000, 1302000-1325000 kc., power of 5 KW.

MISCELLANEOUS APPLICATIONS

W3XMB—Maryland Broadcasting Co., Baltimore, Md.—Modification of construction permit (B1-PEX-46, which authorized a new developmental broadcast station) for extension of completion date from 6-30-45 to 8-22-45.

NEW—Raytheon Manufacturing Co., New York, N. Y.—Construction permit for a new developmental broadcast station to be operated on 88000 to 102000 kc., power of 10 KW and special emission.

NEW—Evangelistic Mission, Pontiac, Mich.—Extension of authority to transmit programs from Pontiac, Mich., to Canadian Station CKLW, Windsor, Ontario, Canada.

NEW—Jackson City Board of Education, Jackson, Ohio—Construction permit for a new non-commercial educational broadcast station to be operated on frequency according to the overall Ohio State plan, with power of 250 watts, and special emission for FM.

NEW—Scripps-Howard Radio, Inc., area of Cincinnati, Ohio—Construction permit for a new relay broadcast station to be operated on 31220, 35620, 37020 and 39260 kc., power of 10 watts and A3 emission.

WCBE—Columbia Broadcasting System, Inc., area of Charlotte, N. C.—Voluntary assignment of license to Southeastern Broadcasting Company.

WEHI—Columbia Broadcasting System, Inc., area of Charlotte, N. C.—Voluntary assignment of license to Southeastern Broadcasting Company.

NEW—KMMJ, Inc., Grand Island, Nebr.—Construction permit for a new relay broadcast station to be operated on 30820, 33740, 35820 and 37980 kc., with power of 50 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.

Eastern Wine Corporation, Bronx Terminal Market Bldg., Bronx, New York, is charged in a complaint with making "tie-in" sales of wine to retailers. (5325)

National Educators Society, Inc., or as National Educators Society (Incorporated), with places of business at 1510 Yecker Avenue, Kansas City, Kansas, and 72 Vernon Terrace, East Orange, N. J., is charged in a complaint with misrepresentation in connection with the sale of a card index system. The index is sold under the name of International Index System and consists of a topical compilation of free publications, including books, maps and other source material suitable for school work and supplied by national and international governmental agencies, educational institutions and commercial firms. (5326)

National Retail Furniture Assn.—A complaint alleging a conspiracy to suppress competition and restrain trade in the inter-

state sale of furniture has been issued against National Retail Furniture Association, 666 Lake Shore Drive, Chicago, and its officers, directors and member trade associations. (5324)

Practical Nurses' Guild, Inc., Insurance Exchange Bldg., Sioux City, Iowa, and J. R. McLain, who is president of the corporation and directs its policies and activities, are charged in a complaint with misrepresentation in connection with the sale of a correspondence course of instruction in practical nursing. Elsie Hess, a sales representative of the corporation, is also named as a respondent. (5323)

CEASE AND DESIST ORDER

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

National Progress League, 104 South Michigan Avenue, Chicago, and its officers, Frank J. Mackey, president, and Harold C. Sherman, secretary, have been ordered to discontinue using the name and prestige of the Military Order of the Purple Heart, an organization of war veterans, to promote the sale of history books entitled "Progress of Nations" and "Forward March." Mackey also is president of a corporation known as Disabled American Veterans of the World War Rehabilitation Department, which published the books. (4721)

STIPULATION

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

Spiegel, Inc., Chicago, entered into a stipulation to cease and desist from representing that Grayvita Tablets, a vitamin preparation containing calcium pantothenate as its principal ingredient, will prevent or end gray hair or restore natural color to hair.

The company also agrees to stop representing that restoration of the natural color of hair has been effected in 88% or any other definitely stated percentage of those to whom calcium pantothenate was administered in tests. (03287)

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