

## RETAIL RADIO ADVERTISING MUST STATE TAX SEPARATELY

On and after Saturday, May 6th, according to an advanced release of the Office of Price Administration, the amount of the Federal excise tax must be *separately* stated in radio advertisements as well as in printed advertisements.

The instruction, termed "Amendment No. 1 to Supplementary Order No. 85—Collection by Retailers of Federal Excise Tax on Jewelry, Furs and Fur Trimmed Articles, Toilet Preparations and Certain Items of Leather Goods Imposed by the Revenue Act of 1943—effective May 6, 1944," stated:

"Retailers will not be required on and after May 6, 1944, to state separately the amount of the new 20 per cent Federal excise tax on cash register sales receipts, the Office of Price Administration provided today.

"The provision was made because cash register receipts are punched out by machine, and the OPA said that it would place an undue burden on retailers to require them to put the additional tax statement on this type of receipt. Other requirements for separate statement of the amount of the tax on sales receipts remain unchanged.

"In the same action, OPA made it clear that the amount of the tax must be separately stated in radio advertisements, as well as in printed advertisements.

"The agency also made it clear that the tax must be applied and stated by retailers on all non-alarm clocks, and not just on alarm clocks retailing for more than \$5. The original order telling retailers how to apply the new tax and listing the commodities to which it applies, included only alarm clocks retailing for more than \$5. Today's order includes all other clocks as well."

Station executives are urged to call this new order to the attention of sales managers, salesmen and continuity writers.

## STANDARD COVERAGE STUDY UNDERWAY

The Technical Sub-Committee of the NAB Research Committee held the first of a series of meetings in New York, Thursday, April 27. The committee started its work of reviewing station coverage measurement methods which have been submitted to date.

Further proposals will be reviewed by this committee as received. Although no direct solicitation is being made, the committee is confident that those interested in the subject will direct their ideas to its attention. The committee's assignment is to review all methods available for measuring station coverage. The next meeting will be called in about three weeks.

Those attending the meeting were Roger Clipp, President WFIL, Philadelphia, Chairman; John K. Churchill, Director of Research, CBS; Edward F. Evans, Research Manager, Blue Network; Sidney Fishman, Manager of Research, MBS; Barry T. Rumple, Research Manager, NBC; Kenneth E. Greene, Assistant Research Manager,

NBC; and Paul F. Peter, Director of Research, NAB, committee secretary. Frank N. Stanton, Vice President, CBS, was unable to attend.

## AIR CORPS CASUALTIES AVAILABLE TO INDUSTRY

The Placement and Education Branch, Personal Affairs Division of the Army Air Corps Headquarters, has asked the NAB to assist them to determine the employment possibilities in the broadcast industry for medically discharged Air Force personnel.

Captain Morgan D. Wheelock, Chief of the Placement and Education Branch, in addressing the request to NAB, stated in part:

"The flow of Air Force casualties back into civilian life is beginning to be felt. It is the wish of General Arnold that these men receive every consideration and to this end an extensive rehabilitation program is under way. In conjunction with Government agencies, we are determined to see our men all the way back to the point where they are securely established as self-respecting, self-supporting citizens.

"Believing that you will wish to have a part in this program, I am enclosing the type of questionnaire which we believe will give us the information necessary to effect an intelligent training or job analysis. The prospective employees will not all be physically handicapped, but it will help us if we know the varying degrees of disability acceptable to each employer. . . .

"Those of your members who unite with us in this effort will favor us greatly by writing us to that effect, listing their offices and principal branches, and giving us the name of their Personnel Officer."

An "Employment Questionnaire" is being sent with this issue of the NAB REPORTS. You are urged to fill it out and return it as indicated.

## TELEVISION IN SPOTLIGHT

Following closely on the heels of the statement issued last week by Paul W. Kesten, Executive Vice President of the Columbia Broadcasting System, in which he expressed the view that the adoption of television standards should be postponed until information now presumed to be locked up as a military secret is available, Chairman James Lawrence Fly issued (Wednesday, May 3) the following statement:

"It has been my view that the highest developments of which television techniques are capable of producing should be made available to the public as soon as may be feasible, consistent with the overall economic picture.

"At the same time it would be foolhardy to lock down future television service to the pre-war levels. Wartime research has been very productive.

"The public interest is paramount. American families should be given the benefit of the many technological improvements created in the laboratories in the stress of war. There should be no bottling up of such improvements

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THE NATIONAL ASSOCIATION OF BROADCASTERS

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WASHINGTON

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J. H. Ryan, *President*

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

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

## TELEVISION IN SPOTLIGHT

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by artificial restrictions for the sake of temporary profits. And there should be no locking of doors against current research and development. Time should be taken now in doing this job rather than in debating what the engineering standards would be if the Commission were to fix them today.

"The Commission is concerned with the orderly introduction of any new standards which may be deemed desirable. This it will do in ample time to clear the way for production when production is possible.

"I assume that the FCC will not take any official action changing television standards until the Radio Technical Planning Board completes its present researches and submits its recommendations. Engineers of the Commission have been working closely with the Board and with other interested agencies.

"I have every reason to believe that the broadcasting industry, the manufacturers and the public will maintain an attitude of cooperation, patience and understanding while these problems are being thrashed out.

"It should be remembered that public discussion of television developments in war laboratories is handicapped by the lack of specific information which is a closely guarded military secret."

Through the Television Panel of the Radio Technical Planning Board, upon which NAB has representation, the technical discussions surrounding the development of television standards are being closely followed. It probably will be some weeks before any official pronouncement is made by the Board itself. As rapidly as developments take place they will be covered in the NAB REPORTS.

## F.C.C. INQUIRY ON RR USE OF RADIO

The Federal Communications Commission has ordered an investigation and public hearings to inquire into the feasibility of using radio as a safety measure and for other purposes in railroad operations. The Commission invited the Interstate Commerce Commission to cooperate in the investigation and suggested a committee of ICC commissioners be named with a committee of FCC commissioners to preside over the hearings. Date for the hearings has not yet been set.

This investigation is the outgrowth of widespread interest in radio for railroads as the result of recent accidents, notably the wreck of the Congressional Limited, September 6 and of the Tamiami Champion, December 16, 1943.

This interest was evinced in numerous inquiries to the Commission and to members of Congress and in general press comment following each major rail accident.

Senator Burton K. Wheeler, Chairman of the Senate Committee on Interstate Commerce, suggested in a letter February 19, 1944, to Chairman James Lawrence Fly that the FCC in cooperation with the Bureau of Safety of the ICC investigate the feasibility of using radio in railroads. Mr. Fly's reply, dated March 9, 1944, outlined certain possibilities warranting investigation—a radio-

operated "block system" for certain railroad lines; the use of radio in "flagging" operations; and end-to-end radio for communication between engines and rear-end cars.

Senator Harley M. Kilgore, Chairman of the Senate Subcommittee on War Mobilization, has also expressed interest in and heard testimony on the subject during recent months.

So far as is known, there is no radio system in regular use on any commercial railway line in the United States. Since March 21, 1944, the Commission has received applications for 22 *experimental* radio stations for use in railroad operations. The applications involve five large railway systems and three prominent radio manufacturing corporations. They are: Baltimore & Orio and Atlantic Coast Line; Chicago, Burlington & Quincy Railroad Co.; Atchison, Topeka & Santa Fe Railroad Co.; Chicago, Rock Island and Pacific Railway Co.; the Reading Co.; Bendix Radio Division of the Bendix Aviation Corp.; Westinghouse Radio Stations, Inc.; and the Jefferson-Travis Radio Manufacturing Corporation. Experimentation has also begun on the Denver & Rio-Grande Western and perhaps other railroads.

The Commission today authorized construction permits for nine experimental radio stations to be used on the B. & O. Railroad between Baltimore and Pittsburgh and on the Burlington Railroad between Chicago, Denver and into Montana.

The applications now pending before the FCC cover two-way radio communications between the despatcher and trains in motion, between trains, and between the head-end and rear-end of each train. Also contemplated is the use of "walkie-talkies" for flagmen and brakemen.

All of the above types of service involve two-way *radio* communications as distinguished from carrier-current systems which use low frequencies conducted through the rails or other metallic circuits adjacent to the right-of-way. Many tests using the latter method of communication, including those recently made by the Pennsylvania Railroad in New Jersey, have been sometimes erroneously reported as "radio" experiments.

Both the Radio Act of 1927 and the Communications Act of 1934 contemplated a development of railroad radio. The Communications Act specifically authorizes the FCC in its discretion to exclude from requirements of its regulations in whole or part any radio station upon railroad rolling stock.

The FCC points out that in planning now for the allocation of radio frequencies in the past-war period it must be informed as to the feasibility and desirability of using radio frequencies in railroad operations and to the probable future needs of the service. The greatly-expanded aviation industry and other services will be competing for frequencies in the post-war era.

A copy of the Commission's order is being sent to the Interstate Commerce Commission, the Office of Defense Transportation, the Board of War Communications, the Secretary of War, the Secretary of Navy, the Association of American Railroads, the Institute of Radio Engineers, the Radio Manufacturers Association, the Radio Technical Planning Board and the Railway Labor Executives Association.

## NAB ISSUES BULLETIN ON 5TH WAR LOAN

First bulletin to be issued on the 5th War Loan (June 12-July 7, inclusive), "War Bulletin No. 15," was put in the mails to all broadcast stations on May 3.

Under appropriate heads, beginning with "Kick Off" and ending with "Clean-up Drive," are briefed promotions that delivered during the 4th War Loan. For details of promotions, copy suggests that readers contact appropriate station managers.



## Sales Bulletin Coming Soon

The second 5th War Loan Bulletin, on sales, is in preparation.

### KFI POINTS UP FIGHT ON VENEREAL DISEASES

In a letter to NAB from W. B. Ryan, KFI, station activity in the nationwide fight on venereal disease is described as a public responsibility.

Tear sheet of a KFI trade paper advertisement accompanying the letter features a "stopper" headline: "A million people heard the word SYPHILIS—and liked it!"

Ryan's letter states:

"Though the Mid-Victorian attitude of 'hush hush' about Syphilis has no place in the world today, it still takes a stout heart and a powerful conviction to put 50,000 watts of broadcasting power behind a series of dramatizations based on venereal diseases!

"This stands as a two-fisted challenge to Radio to perform an urgent war-time service.

"We of KFI decided to meet this challenge by creating and broadcasting a weekly dramatic program entitled 'THE UNSEEN ENEMY.' The programs approach the subject forcefully . . . honestly. They ask public cooperation in the control of Syphilis by naming it what it really is—a public responsibility.

"We regard such public service programming as our obligation as licensees of a major broadcasting station in a community of over three million people. It is our privilege to be able to use our own initiative, our own talent, in rendering this service. At the same time, it is our promotional opportunity, because such programming unites the station and its listeners in a local bond of local interests and local responsibilities.

"Your interest in good radio and in worthwhile community service prompts us to call to your attention what we, like scores of other major broadcasting stations, are doing to preserve and promote the American system of broadcasting."

### STATEMENT TO THE ADVISORY COMMITTEE ON PUBLIC EDUCATION FOR THE PREVENTION OF VENEREAL DISEASES, U. S. PUBLIC HEALTH SERVICE

Washington, D. C., April 27, 1944

(Delivered by Willard D. Egolf, NAB Assistant to the President)

"The need for public education on the subject of venereal disease is a challenge to radio, as an instrument of mass communication.

"In considering the use of radio, however, we must be careful to appraise it properly. After studying the agenda for today's meeting, I decided that it would be more important to define the medium of radio than to discuss the logic of its use for programs dealing with venereal disease, and whether or not they should include a discussion of sex promiscuity as a major causative factor. As to sex promiscuity, radio is already striking hard blows against it through programs dealing with juvenile delinquency. The same technique could be transferred to programs combating venereal disease.

"But all will fail if we do not understand how to approach radio. The background information accompanying today's agenda speaks with considerable meaning of the 'national radio networks.' This would lead me to believe that the paper presented by the Chief of the NAB News Bureau last June at the New Jersey Federal-State War Conference on Social Protection has been forgotten or ignored. I should like to re-file that paper here today, with your permission, simply to show that the fundamental approach to radio has not changed. Also I should like to file with you a copy of my remarks before the Health Conference of the New York Academy of Medicine last December.

"In these two papers you will find that the discretion as to the use of program material dealing with venereal dis-

ease or any other subject rests solely with stations managers. National radio networks cannot, and do not wish to be placed in the position where they are believed to, control station programming. The finest program that a network could prepare on the subject of venereal disease might not reach the air over more than a handful of stations if the managers of the remaining stations felt that the subject was not appropriate or tasteful for their local audiences.

"The Communications Act under which broadcasters are licensed to operate a radio station places the responsibility for proper program selection entirely on the licensee, who is the broadcaster. Therefore, I urge careful study of the material which I am filing with you, wherein you will find that radio stations must be approached one at a time, in their own communities, against the background of local public feeling. Consulted in this manner by the proper authorities, I predict that you will find the broadcasters of this country willing to devote every energy to the solution of this public health problem."

### "AMERICA'S SECRET WEAPON" FILM AVAILABLE TO STATIONS

"America's Secret Weapon," the sound slide film produced jointly by the Advertising Federation of America and the Committee for Economic Development, is now being booked by A.F.A. affiliated ad clubs throughout the country.

For cities and towns where there are no organized ad clubs affiliated with A.F.A., or where special showings are desired, radio stations may obtain the film and sound record for only \$6.50. Address the Committee for Economic Development, 285 Madison Avenue, New York 17, N. Y., for details, particularly the name of your local C.E.D. Community Chairman, who will give you cooperation in your showings.

"America's Secret Weapon" tells the part advertising can play in attaining and maintaining high levels of production and employment in the postwar period. It should be of interest to everyone concerned with the vital problem of post-war employment. Nature of the production makes it most adaptable to slide-film presentation.

The film is a standard sound slide, requiring a single frame 35 mm. projector, and for the sound record, a turntable of 33-1/3 rpm. It is slightly less than 30 minutes in length. Introductory and closing remarks by a qualified local speaker, which would add materially to the interest and value of the program, should not extend the time beyond 40 minutes.

### WOWO's "Proudly We Hail"

WOWO's "Proudly We Hail," written and produced by the staff, is a five times weekly quarter-hour that is doing an outstanding job in furthering the war effort.

The program developed from an all-day promotion which the Fort Wayne station broadcast July 4, 1943, when the entire day was dedicated to local war heroes. Dramatized stories of events in the lives of these local heroes were used as background for war bond plugs. Mothers with the most sons in the service were heard throughout the day. The dramatic climax was reached in the final half-hour of the broadcasting day.

This was the dramatized life story of Captain Richard Miller of Fort Wayne. He was one of the bombardiers participating in General Doolittle's Tokyo raid.

As now broadcast the program is a one-man dramatization, utilizing voice, incidental music, sound effects and localized versions of war effort promotion.

All of the five weekly quarter-hours are sponsored by various war essential industries. The commercial is limited to sponsor mention and institutional copy. WOWO and the sponsors have received many unusual and appreciative letters.

J. W. Hussy of the Department of Justice, who heard the program in Washington, wrote for copies of one broadcast.

Sgt. Major Barnes of Canada commented that he listened every night.

The Home Telephone Company of Fort Wayne wrote: "This is to thank you, for the fine salute and tribute to telephone operators on your 'Proudly We Hail' program over WOWO. We, of course, feel that telephone operators are making, in a quiet way, a most important contribution to the war effort."

National Franklin Institute of Philadelphia wrote regarding a Franklin program: "You have selected the very subjects which are uppermost in our consciousness today and have made Franklin speak authoritatively on these subjects. Our committee believes that this broadcast was a considerable contribution to the morale of our home front."

The sheriff of Allen County, Indiana, wrote: "Your localization of the war effort and the human interest injected in your programs 'Proudly We Hail' has done much to aid in putting over many of our drives, and, in general, I believe is one of the most powerful forces in influencing the home front we have so far come in contact with."

*NAB REPORTS solicites accounts of similar programs.*

## Federal Communications Commission Docket

### HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, May 8. They are subject to change.

#### Wednesday, May 10

##### Consolidated Hearing

KOMA—KOMA, Inc., Oklahoma City, Okla.—C. P., 690 ke., 500 watts night, 5 KW day, unlimited. (Request facilities of KGGF.)

KOMA—KOMA, Inc., Oklahoma City, Okla.—Renewal of license, 1520 ke., 5 KW, unlimited.

KGGF—Hugh J. Powell, Coffeyville, Kansas.—C. P., 690 ke., 1 KW (DA day and night), unlimited.

KGGF—Hugh J. Powell, Coffeyville, Kansas.—Renewal of license, 690 ke., 500 watts night, 1 KW LS, unlimited.

#### Friday, May 12

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

## Federal Communications Commission Action

### APPLICATIONS GRANTED

KGHF—Curtis P. Ritchie, Pueblo, Colo.—Granted petition to reinstate and grant application for construction permit (B5-P-3414) for to increase day power from 500 watts to 1 KW, and make changes in transmitter, subject to Commission's policy of January 26.

WHOP—Paducah Broadcasting Co., Inc. (Assignor), Hopkinsville Broadcasting Co., Inc. (Assignee), Hopkinsville, Ky.—Granted consent to voluntary assignment of license of sta-

tion WHOP, from Paducah Broadcasting Co., Inc., to Hopkinsville Broadcasting Co., Inc. The assignee, a 66% subsidiary corporation of the Paducah Broadcasting Co., Inc., will buy all of the station's property of any kind and description including cash on hand and accounts receivable for a consideration of 49 shares (65.3%) of assignee's stock and \$1500 (B2-AL-404).

WSO—Paducah Broadcasting Co., Inc. (Assignor), Henderson Broadcasting Co., Inc. (Assignee), Henderson, Ky.—Granted consent to voluntary assignment of license for station WSON from Paducah Broadcasting Co., Inc., to Henderson Broadcasting Co., Inc., assignor will transfer all the station's property, including cash on hand and accounts receivable, to assignee in consideration for 44 shares (59%) of assignee's stock and a promissory note in the amount of \$8,251.31. The remaining 31 shares, minority stock, is to be issued to individual members of the station's staff (B2-AL-405).

KEVE—Cascade Broadcasting Co., Everett, Wash.—Granted request to change call letters of station from KEVE to KTYW.

W2XWV—Allen B. DuMont Labs., Inc., New York City.—Granted construction permit to change experimental station to commercial operation to operate on Channel #4, 78000-84000 ke., to be located at 515 Madison Ave., New York, and to make changes in antenna system; to use call letters WABD (B1-PCT-21). Also granted license to cover same (B1-LCT-7).

KSJB—Jamestown Broadcasting Co., Inc., Jamestown, N. Dak.—Granted oral argument on application for modification of license to be held May 24, 1944; briefs to be filed on or before May 22.

### DESIGNATED FOR HEARING

WSAP—Portsmouth Radio Corp., Portsmouth, Va.—Designated for hearing application for construction permit to change frequency from 1490 to 1240 ke. (B2-P-3575).

### MISCELLANEOUS

KPLT—North Texas Broadcasting Co., Paris, Texas.—Granted authority to determine operating power by direct measurement of antenna power (B3-Z-1589).

KGGF—Hugh J. Powell, Coffeyville, Kans.—Granted modification of construction permit for extension of completion date to 7-22-44, on condition it is subject to whatever action may be taken upon pending application for renewal of license (B4-MP-1742).

WEJC—National Broadcasting Co., Inc., Washington, D. C.—Granted construction permit to move relay transmitter from Trans Lux Bldg., to 11th and Penna. Ave., N. W., Washington, D. C. (B1-PRE-440).

KFFB—Blue Network Co., Inc., area of San Francisco.—Granted modification of relay station license to change equipment to conform with equipment licensed to NBC as relay station KEJK (B5-MLRE-116).

KFGY—Blue Network Co., Inc., area of San Francisco.—Granted modification of license to change equipment and reduce power from 100 to 75 watts, to conform with equipment licensed to NBC as relay station KNBC (B5-MLRY-52).

WTAG-FM—Worcester Telegram Publishing Co., Inc., Worcester, Mass.—Granted license (B1-LH-46) to cover construction permit for new FM broadcast station; frequency 46100 ke., unlimited time; studio location: 16 Franklin St., Worcester; transmitter location: Shrewsbury St., Holden, Mass.

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

Josh Higgins Broadcasting Co., Waterloo, Ia.; The Broadcasting Corp. of America, Riverside, Calif.; The Brockway Co., Watertown, N. Y.; Record-Herald Co., Wausau, Wis.; The Peninsula Broadcasting Co., Salisbury, Md.; Capital Broadcasting Co., Washington, D. C.; Herman Radner, Dearborn, Mich.; Rhea Howard, Wichita Falls, Texas; Broadcasters Oregon, Ltd., Portland, Ore.; Louis Wasmer, Inc., Spokane, Wash.; E. F. Peffer, Stockton, Calif.; American Broadcasting Corp., Lexington, Ky.

W8XCT—The Crosley Corp., Cincinnati, Ohio.—Granted modification of experimental television construction permit authorizing extension of completion date from 4-28-44 to 10-26-44 (B2-MPVE-111).



The following applications for construction permits for commercial television stations were placed in the pending file in accordance with Commission policy of February 23, 1943:

The Broadcasting Corp. of America, Riverside, Calif.; The Tower Realty Co., Baltimore, Md.; Bamberger Broadcasting Service, Inc., Philadelphia, Pa.; Bamberger Broadcasting Service, Inc., Washington, D. C.

KGGF—Hugh J. Powell, Coffeyville, Kans.—Granted motion for order to take depositions in re application for renewal of licenses and for construction permits.

KTBI—Tacoma Broadcasters, Inc., Tacoma, Wash.—Granted request to dismiss without prejudice application for construction permit (B5-P-3560).

WABI—Community Broadcasting Service, Bangor, Maine.—Granted motion for waiver of Rule 1.382 (b), and appearance in the matter accepted, in re application for modification of construction permit and renewal of license.

KFEQ—KFEQ, Inc., St. Joseph, Mo.—Granted petition to intervene in the hearing on applications of KOMA for construction permit (requesting facilities of KGGF) and for renewal of license.

KFEQ—KFEQ, Inc., St. Joseph, Mo.—Granted petition to intervene in the hearing on application of KGGF for construction permit (B4-2883) and for renewal of license (B4-R-710).

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—The Commission on its own motion continued until June 12 the hearing now scheduled for May 12 in re application for renewal of license of WNBZ.

## APPLICATIONS FILED AT FCC

### 680 Kilocycles

KABC—The Alamo Broadcasting Co., Inc., San Antonio, Texas.—Construction permit to change frequency from 1450 kc. to 680 kc., increase power from 250 watts to 10 KW night, 50 KW daytime, install new transmitter, directional antenna for night use and change transmitter location.

### 740 Kilocycles

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Construction permit to install a new ground system.

### 750 Kilocycles

WHEB—WHEB, Inc., Portsmouth, N. H.—Construction permit to increase hours of operation from limited to unlimited time and install directional antenna for night use.

### 910 Kilocycles

WRNL—Richmond Radio Corp., Richmond, Va.—Transfer of control of licensee corporation from John Stewart Bryan, Douglas S. Freeman and D. Tennant Bryan to Richmond Newspapers, Inc., 500 shares common stock.

### 1030 Kilocycles

NEW—Queen City Broadcasting Co., Inc., Boise, Idaho.—Construction permit for a new standard broadcast station to be operated on 1030 kc., 1 KW power and unlimited hours of operation.

### 1100 Kilocycles

KJBS—Julius Brunton & Sons, Co., San Francisco, Calif.—Transfer of control of licensee corporation from Mott Q. Brunton, Sherwood B. Brunton, Ralph R. Brunton and Mary Brunton to KJBS Broadcasters, a partnership consisting of Wm. B. Dolph, H. D. Pettay, E. N. Bingham, D. W. Clark, H. S. Mark, G. G. Dolph, E. P. Franklin and A. H. Lewis.

### 1240 Kilocycles

WOCB—E. Anthony & Sons, Inc., near Hyannis, Mass.—License to cover construction permit (B1-P-3561) which authorized construction of a new standard broadcast station.

WOCB—E. Anthony & Sons, Inc., near Hyannis, Mass.—Authority to determine operating power by direct measurement of antenna power.

WNLC—Thames Broadcasting Corp., New London, Conn.—Construction permit to change frequency from 1490 kc. to 1240 kc.

### 1350 Kilocycles

KID—KID Broadcasting Co., Idaho Falls, Idaho.—Transfer of control of licensee corporation from Jack W. Duckworth to Walter Bauchman, H. F. Laub and L. A. Herdti, 250 shares common stock, 100%.

### 1400 Kilocycles

KDNT—Harwell V. Shepard, Denton, Texas.—Modification of license to change frequency from 1450 kc. to 1400 kc. Amended: to request construction permit for equipment changes and increase in power from 100 watts to 250 watts on present licensed frequency of 1450 kc., omit request for change in frequency.

### 1450 Kilocycles

NEW—Midstate Radio Corp., Utica, N. Y.—Construction permit for a new standard broadcast station to be operated on 1450 kc., 250 watts power and unlimited hours of operation. Amended: re change in transmitting equipment.

### 1460 Kilocycles

KEVE—Cascade Broadcasting Co., Inc., Yakima, Wash.—Modification of construction permit (B5-P-3559) for antenna changes and change in proposed transmitter and studio sites.

## FM APPLICATIONS

NEW—The Crosley Corp., Cincinnati, Ohio.—Construction permit for a new high frequency broadcast station (FM) to be operated on 45500 kc. with coverage of 13,700 square miles.

NEW—Summit Radio Corp., Akron, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46500 kc.

NEW—E. F. Pfeffer, Stockton, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45900 kc. with coverage of 19,696 square miles.

NEW—A. A. Schechter, Providence, R. I.—Construction permit for a new high frequency (FM) broadcast station.

## TELEVISION APPLICATIONS

NEW—Michael Alfend, Truman L. Brown, Samuel I. Berger and Sidney J. Heiman, d/b as ALFCO Co., St. Louis, Mo.—Construction permit for a new commercial television broadcast station to be operated on Channel #4 (78000-84000 kc.).

NEW—The Tower Realty Co., Baltimore, Md.—Construction permit for a new commercial television broadcast station to be operated on Channel #4 (78000-84000 kc.).

## MISCELLANEOUS APPLICATION

NEW—Western Michigan College of Education, Kalamazoo, Mich.—Construction permit for a new non-commercial educational broadcast station to be operated on 42500 kc., power of 1 KW and special emission.

## Federal Trade Commission Docket

### COMPLAINT

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

**Stevenson, Jordan & Harrison, et al.**—Six manufacturers of porcelain enamel in its raw state are charged in a complaint with conspiring to prevent price competition and to monopolize the production and sale of their products, in violation of the Federal

Trade Commission Act. The business engineering firm of Stevenson, Jordon & Harrison, 19 West 44th Street, New York, which specializes in the management of trade associations, and its director Harry L. Moody, participated in the conspiracy, the complaint alleges. (5155)

## STIPULATIONS

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

**Jim Drew's Hatchery & Poultry Farm**, Dallas, Texas, selling and distributing chicks, has stipulated to cease and desist from use of the statement "R.O.P. Males Heading Our Finest Pens," or representing that any cockerels or males in the flocks producing chicks sold by him are U.S.R.O.P. males until such males fully comply with the requirements provided by the National Poultry Improvement Plan; and from use of any statement or representation conveying the belief that his hatchery is a U. S. approved hatchery, that he is a U.S.R.O.P. poultry dealer, or that chicks sold by him are produced in U. S. approved hatcheries. (3828)

**Goldwasser & Friedner**, 1441 Broadway, New York, selling and distributing textile fabrics, have stipulated to cease and desist from use of the term "Jerrissettes," either alone or in connection with the word "Printed," as a designation for or as descriptive of fabrics other than jersey fabrics; and from use of such term or other term or words simulating the word "Jersey" in any manner so as to imply that the fabrics are jersey fabrics. (3830)

**Howard Inches Products, Inc.**, also trading as Inches Laboratories, and Assisto Foods, Chalfont, Pa., selling a cosmetic variously known as "Howard Inches Nite Caps," "Nite Caps Cream" or "Nite Caps," and a food known as "Papaya Preparation," has stipulated to cease representing that the preparation designated "Howard Inches Nite Caps" whether sold under that or any other name is of any value in the treatment of acne or other skin ailments; that it cleanses the skin pores of dirt or other foreign substance, does not make the skin greasy, relieves pain incident to any type of burn, produces an exfoliation of the skin, enhances the appearance of a user's complexion after one or more applications, is not a cosmetic, or that it contains nutritional factors favorable to proper care of the skin. (03213)

**Simmone Company, et al.**—A stipulation to cease and desist from certain misrepresentations in the sale of mattress ticking has been entered into by the Simmons Company, 230 Park Ave., New York, Rosemary Manufacturing Co., and Roanoke Mills Co., both subsidiaries of the Simmons Company located at Roanoke Rapids, N. C. The respondents agree to cease and desist representing or placing in the hands of others the means to represent that bed tickings treated with the process designated "Antisep-Tick" are thereby rendered safe or non-toxic to the extent that one's health or rest is guarded or secured against all types of disease germs or against the possibility of skin irritation; that such treatment is capable of retarding the growth of all types of harmful bacteria, in the presence of moisture or otherwise; that the chemicals in the process may be depended upon to eliminate perspiration or body odors from the mattress or that under such conditions of use the tickings will not retain offensive body and perspiration odors. (3829)

## CEASE AND DESIST ORDERS

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

**Acme Asbestos Covering & Flooring Co., et al.**—An order has been issued prohibiting price-fixing and other restraint-of-trade practices by 19 manufacturers and converters of asbestos insulating materials who were found to be engaging in a combination and conspiracy to suppress price competition in the sale of their products. (4613)

**American Assn. of Law Book Publishers**—Twenty-seven publishing houses and the trade association of which they formerly were members, the American Association of Law Book Publishers, have been ordered to cease and desist from entering into or continuing any combination or conspiracy to fix prices for law books

and other legal publications the respondent publishers sell in interstate commerce. The association was organized in 1923 and had its headquarters in Rochester, N. Y., until it was dissolved by the members in September 1940. (4526)

**American Chemical Co.**, 229 Bradberry St., S. W., Atlanta, Ga., has been ordered to cease and desist from misrepresentation of a so-called anti-freeze preparation manufactured and distributed by it. (4956)

**D. E. Hamiel**, formerly trading under the name All-Winter Anti-Freeze Company, 329 East Long St., Columbus, Ohio, has been ordered to cease and desist from misrepresentation of a so-called anti-freeze solution designated "All-Winter Anti-Freeze" and "Chem-A-Cool," recommended for use in the cooling systems of automobiles. (5016)

**International Research**—An order to cease and desist from misrepresentation in the sale of mailing cards and questionnaire forms used in obtaining information concerning delinquent debtors has been issued against Edward Lowenthal, trading as International Research and as Bureau of Industrial Allocation, 188 West Randolph Street, Chicago, and against Sidney Dean Sarff and H. J. Whittington, 1420 New York Avenue, N. W., Washington, D. C. (4832)

**Irving's**—Dismissal of the complaint has been ordered brought against Irving M. Fogel, Ruth Fogel, Albert J. Fogel and Jean C. Fogel, trading as Irving's, 10th and E Sts., N. W., Washington, D. C. The complaint alleged that the respondents in newspaper advertisements circulated in the city of Washington had misrepresented the materials of which certain garments sold by them were manufactured. (5057)

**J. P. Leonard Company**, R. L. Jacoby, and Liberty Sales System, Inc., all located at 111 North Canal Street, Chicago, have been ordered to cease and desist from supplying to or placing in the hands of others sales plans or devices which are to be used or may be used in the sale of merchandise to the public by means of a game of chance, gift enterprise or lottery scheme, or selling or otherwise disposing of merchandise in the same manner. (4949)

**Preferred Havana Tobacco Co.**, with its principal office at 257 Fourth Ave., New York, and a factory in Tampa, Fla., has been ordered to cease and desist from falsely representing that the cigars it manufactures in its Florida factory are made in Cuba and imported into the United States. The respondent also trades under the names Bustillo Bros. & Diaz, Inc., Calixto Lopez & Company, Lopez Hermanos, and Bances y Lopez. (4983)

**Washington Institute**, 1230 Vance Building, Seattle, selling courses of study and instruction intended for preparing students for examinations for certain Civil Service positions through correspondence courses, and its officials, agents and representatives have been ordered to cease and desist from false representations in connection with its business and use of the word "Institute" as a part of its trade name. (4890)

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# Employment Questionnaire

Date.....

Type of Work: .....

Name of Company: .....

No..... Street..... City..... State.....

Employment Officer: .....  
(First) (Middle Initial) (Last)

Branch Offices in Other Cities: .....

Salary Range..... While Training..... Starting Work.....

Restrictions: AGE..... EXPERIENCE.....

Local Housing Conditions..... Good Transportation.....  
Yes or No

Training Available: .....

Free.....  
Yes or No

Education Required: Common School ( ) High School ( ) College ( ) Professional ( )

Average Number of Employees..... Men..... Women.....

OVER

# Faculties Required

VISION: Without glasses ..... Color Vision ..... Distant .....  
Yes or No Yes or No Yes or No Yes or No

Near ..... Depth Perception .....  
Yes or No Yes or No

EXTREMITIES: Both Hands ..... One Hand ..... Both Arms .....  
Yes or No Yes or No Yes or No

One Arm ..... Both Legs ..... One Leg .....  
Yes or No Yes or No Yes or No

JOINTS: Free motion of Elbow, Wrist and Fingers ..... Knees .....  
Yes or No Yes or No

Free motion of Shoulders and Hips .....  
Yes or No

BLOOD PRESSURE: Normal ..... LUNGS: Arrested Tuberculosis acceptable .....  
Yes or No Yes or No

HEIGHT AND WEIGHT: Describe any Restrictions .....

HEARING: Acute ..... Partial Defect in one ear ..... Both .....  
Yes or No Yes or No Yes or No

Total Deafness .....  
Yes or No

Would Facial Disfigurement be a bar to employment? .....  
Yes or No

REMARKS or listing of Branch Offices: .....

RETURN TO: Personal Affairs Division  
AC/AS, Personnel  
Headquarters, AAF  
Room 703, Maritime Building  
1818 H Street, N. W.  
Washington 25, D. C.