



1760 N STREET, N. W.

WASHINGTON 6, D. C.

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An Open Letter to Young & Rubicam, Inc.

NAB Urges Agency to Place WAC Advertising Exclusively in Radio During 1944-45

For the past five years, the Department of Broadcast Advertising (formerly the Bureau of Radio Advertising) has sought constantly and constructively to increase the understanding and use of broadcast advertising by national, regional and local advertisers. During the last three years, the War and Navy Departments and the Maritime Commission have become extensive national advertisers. But NAB has not solicited their use of radio on a commercial basis.

In the spring of 1941, the Executive Committee of the NAB Board of Directors expressed opposition to the purchase of time by defense agencies. Prior to and since that decision, radio has given freely and fully of its facilities to all government programs of war information—without thought of compensation.

But on June 3, 1943, the Board, while reaffirming its opposition to the use of government funds for paid advertising, took the position that if such funds became available, there should "be no discrimination between the press and radio or any other medium of communication." By that time it was too late to influence plans for WAC recruitment advertising during the 1943-44 fiscal year.

With the announcement that Young & Rubicam, Inc., had been reappointed to handle WAC advertising for the coming fiscal year, Lewis H. Avery, NAB Director of Broadcast Advertising, addressed the following letter to Sigurd S. Larmon, President of the agency, on Tuesday, June 20. As this issue of the NAB REPORTS goes to press (10:00 p. m., Thursday, June 22) there has been no reply to the suggestion emphasized in the letter. At the same time, the original of the letter was mailed to Mr. Larmon, a carbon copy was dispatched to Lieutenant Colonel John F. Johns, Chief of the Planning Branch, War Department Planning Board.

OPEN LETTER

The advertising trade press, under a Washington dateline, carries the news that you have again been selected to create, produce and place the WAC recruitment advertising for the fiscal year beginning July 1. That's an achievement of which you can be justly proud. Particularly so when it is reported that sixteen agencies bid for the account, among thirty-seven asked to make presentations. Congratulations!

There was just one disconcerting note about the announcement, as it appeared in the June 19 issue of *Advertising Age*:

"Recently WAC enlistments have been boosted from an average of 3700 to 4300 a month, and current WAC strength is about 80,000. This figure, however, is only 40% of the authorized WAC complement of 200,000 by July 1, 1945."

In other words, gentlemen, from the standpoint of sales, the results leave something to be desired.

Elsewhere in the story referred to, recounting the fact that you have handled the account during the present fiscal year, appears this statement "Expenditures on it, entirely in newspapers, in this period have been about \$1,500,000."

Probably you've guessed the moral—why not try radio in the coming fiscal year? Not just here and there—but everywhere. Not just part of the appropriation—but all of it!

Perhaps you haven't done this because you heard that radio stations were opposed to the use of government funds for the purchase of radio time and talent. That was true in the spring of 1941. At that time the Executive Committee of the Board of Directors of the National Association of Broadcasters "resolved . . . that the purchase of time by defense agencies might tend to restrict rather than enhance the most effective utilization of broadcasting during the present emergency . . . (and) reaffirmed the industry's desire to continue its present

(Continued on page 204)

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

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

OPEN LETTER

(Continued from page 203)

practice of making its facilities available at no cost to Government . . ."

But war came on December 7, 1941, and unforeseen circumstances created new situations. Senator John H. Bankhead, II, introduced a bill to buy government newspaper advertising. After discussing the merits and demerits of the proposal at its meeting on June 3, 1943, the NAB Board of Directors reaffirmed its opposition to the use of government funds for advertising but took "the position that if Congress contemplates such legislation every effort should be made to see that there be no discrimination as between the press and radio or any other medium of communication . . ."

Consistent with this policy, and since no part of the WAC advertising appropriations for the fiscal years of 1942-43 and 1943-44 was devoted to radio, we urge that the entire appropriation for the coming fiscal year be devoted to this medium.

That doesn't mean that all radio stations will accept money for the promotion of WAC recruitment. Many large and important radio stations, for reasons best known to themselves, will prefer to continue to provide such service without cost and to the best of their exceptional abilities.

But they, and the balance of the 875 commercial radio stations that accept WAC advertising, can make this year's campaign an outstanding success. They can push the drive a long way toward 200,000 enlistments—if not actually attain the goal.

I can almost hear you ask: "But haven't the radio stations been contributing announcements and programs in support of this vital war campaign?" Indeed they have—without thought of compensation. Only three or four (out of 875) have written to gripe mildly about the discrimination against radio.

The radio stations of America have done everything they have been asked to do to promote WAC enlistments. And they have done a great deal more, too. Each month more than 400 radio stations file reports with NAB, listing their voluntary co-operation with various government programs of war information. Here is a summary of the support given the WAC recruitment campaign during the first quarter of 1944 (the latest period for which we have accurate figures):

Spot Announcements	27,610
5-Minute Programs	140
10-Minute Programs	250
15-Minute Programs	2,630
30-Minute Programs	120

Why do we believe that a concentration of this campaign over the radio would achieve the goal of the War Department? Because that is the kind of record radio has established in recruitment campaigns in this war. Here are a

few facts, taken from a speech delivered in New York on May 27, 1943, by Chester J. LaRoche, former Chairman of your Board of Directors:

Candidates for Marine Officers schools jumped 40 per cent after two weeks on the Network Allocation Plan, June 8 through 21.

The appeal for Glider Pilots was on the Network Allocation Plan for two weeks from July 6 to 20. Up to this time all efforts to recruit glider pilots had failed because the boys wanted to fly motorized planes. At the end of this two-week period, however, 30,000 glider pilots had been turned up, and every CAA school in the country packed to capacity.

Coast Guard after a three-week campaign, from July 20 to August 10, increased the number of applications being received for Reserve Officers training at least 40 per cent.

The need for Army-Navy Nurses ran for three weeks, from July 27 to August 17. The Army and Navy were calling for 3,000 nurses a month, and it looked as if the pool might soon be exhausted unless new volunteers were secured. At the conclusion of the drive, volunteers were already coming in at 50 per cent above the pre-drive rate. Several weeks after the conclusion of the drive, the number jumped to well over 100 per cent—and in many communities as high as 250 per cent above the pre-drive rate.

Signal Corps drive, August 10 through 23, upped recruits over 800 per cent.

The appeal for Army Specialists ran on the Network Plan from October 5 to 19, and on the Baseball Allocation Plan from September 21 to October 5. By mid-October quotas for these mechanics for three branches of the Army were passed. This was considered a particular achievement, in view of the enormous pressure from industry for this type of skilled technical personnel.

A drive for Non-Combat Pilots was carried for one week on the Network Plan, beginning November 2. The CAA hoped for 50,000 returns; at the end of the 7-day period a total of 104,000 inquiries was assured.

What's more, you could and would do an outstanding job for the WAC in radio. You are in the forefront of the advertising agencies that have applied the unique possibilities of broadcast advertising to the sale of ideas.

But, if we may be pardoned for presuming on your judgment, this is not the kind of problem that one or two or even three network programs will solve. We believe it starts and ends in the so-called "grass roots" of American life. We believe every radio station in the United States should receive an appropriate share of the budget.

That's why, gentlemen, we ask not for \$500,000, nor for \$1,000,000—but for \$1,500,000 (or whatever the appropriation may be). We'll stand by the job radio does in this vital phase of the prosecution of the war.

May we hear from you?

Cordially yours,

LEWIS H. AVERY,
Director of Broadcast Advertising.

NAB COMMENTS ON PROPOSED ELECTRICAL TRANSCRIPTION RULE

NAB has filed official comments with the Federal Communications Commission respecting the proposed Order No. 120 concerning the identification of electrical transcriptions. In a letter addressed to Mr. Slowie, Secretary of the Commission, Robert T. Bartley, NAB Director of War Activities, made the following comments:

"The National Association of Broadcasters desires to express to the Federal Communications Commission its appreciation for the consideration being given to a revision of Rule 3.407, and to endorse the objective of eliminating insofar as it is consistent with the public interest, repeated announcements such as 'this is a recording', 'this is a tran-

scribed program', 'the following comes to you by electrical transcription', etc., etc.

"We subscribe to the principle that delayed programs in which the element of time is of special significance should be presented in such a manner and with such announcements as will inform listeners adequately of the circumstances.

"We subscribe to the principle that broadcasters should make no affirmative attempt to create the impression that a recorded program consists of live talent.

"We believe that these two circumstances are the only ones under which it is necessary to announce recorded or transcribed programs and announcements as such. Audience studies have conclusively shown that listeners are not concerned with whether an announcement or a program is 'live', 'recorded', or 'transcribed.'

"We therefore strongly recommend the deletion of the last sentence of the proposed amendment which reads as follows:

'At least once every hour the licensee shall announce which of the programs other than those specified in subsection (a) presented during the previous hours were broadcast by means of mechanical records.'

for the following reasons:

- "(1) There appears to be no public demand or necessity for such a requirement.
- "(2) Compliance would defeat the objective of eliminating unnecessary announcements.
- "(3) Compliance would require an unwieldy and irritating announcement which would be heard only by the listeners tuned in at the exact time the announcement is made, who would be to some extent at least, different listeners from those who heard the recording.
- "(4) The provision would in effect require free commercials as it would be necessary to repeat the name of the sponsor in order to identify the transcription, whereas such would not be the case in the event of a live commercial announcement.

"The attention of the Commission is respectfully called to the requirement in Rule 3.404, that

'If a mechanical record is used, the entry shall show the exact nature thereof, such as "record", "transcription", etc., and the time it is announced as a mechanical record.'

"Revision of this regulation to accord with the revision of Rule 3.407 should be effected simultaneously."

INDUSTRY RECEIVES SIGNAL CORPS CERTIFICATE OF APPRECIATION

(As released by NAB News Bureau)

Washington, D. C., June 22: The radio industry has been awarded a certificate of appreciation by the War Department, the National Association of Broadcasters announced today.

Notification of the award came from Major General H. C. Ingles, Chief Signal Officer, who cited radio's excellent cooperation and patriotic service in the present world-wide conflict.

General Ingles pointed out radio's service in the recruitment of valuable personnel for technical training which materially aided the signal corps in its gigantic task of furnishing to the United States Army the world's greatest military communications system.

Arrangements are being made for formal presentation of the award.

BOY SCOUTS THANK NAB

In a letter addressed to NAB, Elbert K. Fretwell, Chief Scout Executive of the Boy Scouts of America, advises that at the recent 34th annual meeting of the National Council attended by 933 Scouters representing Local Councils throughout the United States, a resolution was passed expressing the appreciation of the Boy Scouts of America

for the effective assistance given in enabling scouts to reach increasing numbers of boys.

Mr. Fretwell says, "It is with great personal pleasure, therefore, that I convey these greetings to you and your co-workers. We feel that we could not accomplish our primary objective of character building and citizenship training without the generous and intelligent support so cheerfully given by the National Association of Broadcasters."

Assurance has been given Mr. Fretwell of the continuing support of broadcasters in the Boy Scout activity.

RADIO PRAISED FOR D-DAY

Mrs. J. D. Robinson, the North Carolina chairman of the General Federation of Women's Clubs, has sent NAB a statement regarding the manner in which radio handled the D-Day news. She says:

"I was so proud of Radio's contribution to the world on D-Day. It was magnificent and I just wished for the use of this wonderful agent for a few minutes and the gift of words to express to them and the public my heartfelt thanks for all that the American broadcasters brought into our homes. I know of no other industry that could or would have been so generous as Radio. I am grateful, too, for what radio is doing in giving largely of its time to the Fifth War Loan Drive."

TO SPEED REPORT OF INDUSTRY HELP IN WAR BOND DRIVE

A "Report to the Nation" of the total efforts the broadcast industry will have put behind the 5th War Loan campaign will be released soon after the close of the drive.

To speed the receipt of information from individual broadcasters NAB is asking that the report of each station's assistance, for the period ending June 30, be mailed on July 1, via air mail when station is located west of Chicago.

On July 1 stations will be mailed a second form to report their assistance from July 1 to 7, inclusive.

The first form covering June activities was mailed to West Coast stations on Thursday and to other stations west of Chicago today (23). It will go to remaining stations next Monday.

The plan is to have June information processed by NAB research department by the time July data begins to arrive.

FCC APPROVES A. T. & T. TEST IN 12 BANDS

The Federal Communications Commission, on Tuesday (20), granted the American Telephone and Telegraph Company conditional grants for construction permits for two experimental (Class 2) radio stations to be located in New York and Boston. These cities are to be terminal points of a proposed wide-band, point-to-point radio repeater circuit capable of relaying telegraph and telephone communications, frequency modulation, facsimile or television broadcasting.

The Commission authorized the use by the AT&T of 12 bands of frequencies (each ranging from 11 to 23 megacycles in width) in the ultra and super-high frequency range. This is a departure from the Commission's usual practice of authorizing specific frequencies rather than bands of frequencies.

The stations were authorized for unlimited time operation, with power of 10 watts, in the following frequency bands:

1,914,040 kc to	1,925,960 kc inclusive
1,974,010 kc to	1,985,990 kc inclusive
2,193,900 kc to	2,206,100 kc inclusive
2,253,870 kc to	2,266,130 kc inclusive
3,993,000 kc to	4,007,000 kc inclusive

4,052,970 kc to 4,067,030 kc inclusive
 4,292,850 kc to 4,307,150 kc inclusive
 4,352,820 kc to 4,367,180 kc inclusive
 11,489,250 kc to 11,510,750 kc inclusive
 11,689,150 kc to 11,710,850 kc inclusive
 12,288,850 kc to 12,311,150 kc inclusive
 12,488,750 kc to 12,511,250 kc inclusive

WAR MATERIAL AVAILABLE

Alan Green, Chairman of the Committee on Speeches and Speakers of the Writers' War Board, advises that a new catalog containing many new speeches dealing with the war is available. It may be procured by writing to the Writers' War Board, 122 East 42nd Street, New York 17. Continuity writers dealing with topics of this nature will find the material quite helpful.

RADIO PAYS TRIBUTE TO THE Y.M.C.A. CENTENNIAL

One of the greatest tributes paid through radio to a national organization took place during the Centennial celebration of the YMCA on June 6th. During that week, over 50 network shows gave generously of their time. Some 2,000 spot announcements for use by local YMCA leaders were released as well as special material sent to women commentators of the NAB Association of Women Directors. Eight centennial transcriptions were used widely. San Francisco alone arranged for time on fifty sponsored shows. It is estimated that hardly a radio listener in the United States was not exposed to some informational, inspirational material on the YMCA. Fred Allen, Bob Hope, Kate Smith, Fred Waring, Vic & Sade were some of the radio's personalities who plugged for the "Y." Archbishop Canterbury and Ambassador Winant broadcast over CBS and BBC networks. The World Premiere of the New Youth Symphony by Morton Gould was played by the United States Rubber Co. Philharmonic Symphony. Entirely responsible for this promotion was Miss Henriette Harrison, a good friend to radio, persona grata to network and local broadcasters alike. Her years of experience as a commercial broadcaster have ably fitted her for the responsible post she now holds as Radio Director of the National YMCA.

LAST CALL FOR "WAR CONSCIOUS COPY"

In response to a NAB request, stations have been sending sample scripts, announcements, etc. (of their own preparation—not OWI) reflecting the station's own initiative in promoting the war effort throughout each day's schedule.

This copy, which has been called "War Conscious Copy," is to be bound into a permanent record of the industry's war contribution.

Program departments which have not yet selected samples for their files are requested to do so now and mail them to Arthur Stringer, Secretary, NAB War Committee, 1760 N St., N. W., Washington 6, D. C.

WTAG SHOW PRODUCES \$2,156,000 BOND SALES

Ringin' up \$2,156,000 in bond sales, the All-Service Revue, "Direct Hit," brought to Worcester by WTAG to open the 5th War Loan, broke all seated attendance records at the Municipal Auditorium. Thousands were turned

away after 4,000 had jammed the hall for each of two performances, June 13 and 14. Tickets were all by bond-purchase.

Headed by Sgt. Gene Autry, AAF; Comdr. Jack Dempsey, USCG; and Walter O'Keefe, radio and stage star, show is first all-service one in history, utilizing male and female talent from all four service branches.

ACKNOWLEDGMENT OF REPORTS TO BE DELAYED

Acknowledgment to many stations of the receipt of War Effort Broadcast reports for the month of May will be delayed until the mailing of July forms. All stations reporting after 12:01 p. m. on June 21 are the ones involved.

Early closing at NAB was due to necessity of mailing the June form along with the special 5th War Loan reporting form.

May reports were received from the following stations a few hours after the stencils were run off:

KECA, Los Angeles
 KFI, Los Angeles
 KMMJ, Grand Island
 KORE, Eugene
 KYW, Philadelphia
 WBCC, Salisbury
 WCAL, Northfield
 WJZ, New York City
 WTAG, Worcester
 Blue Network

WLS, Chicago, and WRNL, Richmond, reports for April were also received.

WILEY HARRIS, WJDX, SCORES 100% AS DISTRICT PUBLIC RELATIONS CHAIRMAN

Wiley P. Harris, manager of WJDX, Jackson, Mississippi, this week signed up the last manager on his list in a declaration of personal responsibility for station public relations. This gives Harris a score of 100% in NAB District 6. It further indicates that every NAB station in District 6 has provided Harris and Willard D. Egolf, NAB Director of Public Relations, with a bona fide station contact on public relations matters, either local or national.

Harris is the first District Public Relations Chairman to reach the 100% goal. Campaign for signatures began last fall, however Harris took the job in his district only last February.

DUANE TUCKER WINS KTSW AWARD

Duane E. Tucker is the 1944 winner of Radio Station KTSW's Summer Radio Institute Award.

Mr. Tucker is the first winner in KTSW's newly established annual award to some Teachers College Student on the basis of interest in radio as a vocation, outstanding ability in any of the many radio fields, and definite promise of future contributions to the profession. The 1944 winner has elected to attend the Summer Radio Institute at Stanford University beginning July 10. His application has been accepted.

After being graduated from the Great Bend, Kansas, high school in 1941, Duane Tucker enrolled in the Teachers College. In college dramatics he has held featured roles in such productions as "The American Way," "Eve of St. Mark," and "Papa Is All." His first experience in radio was as announcer on college produced programs. During the past year he has handled a full time announcing schedule at KTSW in addition to his college studies.

HILLBILLY RECRUITS WAR LABOR OVER KWKH

When many well-planned, consistent campaigns in various media failed to relieve the manpower shortage for a large war-production plant, they listened to a presentation by KWKH calling for five quarter hours per week, for a limited time, featuring Harmie Smith, "The Ozark Mountaineer."

Smith, favorite of thousands in the East-Texas, North-Louisiana and South-Arkansas area, began his "recruiting" campaign on Monday, May 8.

In two weeks 501 replies had been received. Many more applications were filed with the USES and the plant itself.

KWKH headlined the story in its June issue of "On the Level," KWKH-KTBS station sheet.

RADIO FACILITIES AND ACTIVITIES SURVEYED IN NEW JERSEY SCHOOLS

Mrs. Dorothy Lewis, Coordinator of Listener Activity, of the National Association of Broadcasters, has received the final report from the Radio Education Committee of the New Jersey Radio Council, which was undertaken in cooperation with the Department of Public Instruction, Mr. Charles W. Hamilton, Assistant in Secondary Education.

Immediately following its organization in September 1943, the Education Committee of the Radio Council of New Jersey decided that its first job was to find out exactly what the use of radio is at the present time in New Jersey junior and senior high schools. A questionnaire was sent to every secondary school building in New Jersey through the cooperation of the State Department of Public Instruction. Out of a state total of 273 schools, 254 returned the questionnaire and the following tabulation is based on this return of 93%. It is emphasized that all these figures refer to school buildings, not to town or city school systems.

Question 1. What radio receiving equipment is available?

- a. Stationary radios 134 The stationary ones were located primarily in the auditorium and music room although a few were in classrooms and the school office. Note that three school buildings claim ten portable radios each, while twenty-six schools have three each, seventy-eight have two and the rest only one.
- b. Portable radios 187

Question 2. What equipment is available for reproducing sound?

- a. Record-players for home-type records, Location of Non-Portables
- | | | |
|------------------|---------------|-----------|
| Portable 200 | Music Room 39 | Gym 17 |
| Non-Portable 105 | Auditorium 24 | Office 10 |

One school reported eleven record players and another school had ten. Obviously classroom use, except for music, is sadly lacking.

- b. Record-players for commercial or professional transcriptions (16 inch diameter, played at slow speed of 33 $\frac{1}{3}$ r.p.m.)

Portable 64

Non-Portable 29

It is highly desirable for best results for a school to own reproducing apparatus which plays both 78 and 33 $\frac{1}{3}$ r.p.m. discs. Only 93 schools have record players capable of reproducing 33 $\frac{1}{3}$ r.p.m. material, whereas this type is educationally of very great importance.

Question 3. Does the school building have a built-in public address system?

- Yes 64 a. Where located: b. How used: Unquestionably, there is a very decided lack of adaptation to what is undoubtedly the primary business of the school, that is, curricular.
- | | | |
|--------|---------------|------------------|
| No 190 | Auditorium 27 | Aud. Programs 37 |
| | Office 27 | Notices 27 |
| | Gymnasium 5 | Recreational 24 |
| | Elsewhere 5 | Curricular 13 |

Question 4. Does building have portable public address system?

- Yes 141 If yes, how is it used?
- | | |
|--------|--------------------|
| No 113 | Auditorium 103 |
| | Recreational 98 |
| | Curricular 46 |
| | Radio Techniques 9 |

When one realizes the very great interest of all secondary school pupils in radio speaking, script writing, and production devices, it is an inescapable conclusion that the schools have not used radio equipment to teach radio.

Question 5. Does the building have equipment to make recordings?

- Yes 56 If yes, state use made of it?
- | | |
|--------|-----------------------|
| No 198 | Speech training 32 |
| | Music 22 |
| | Special Recordings 16 |

Included in this number of replies is the very small percentage that said this kind of equipment was used to take "public domain" radio programs off the air and preserve them in the school library for future instructional use. It should be noted that the library of a school might well contain the voices of world figures, of radio commentators, and the actual sound of world history in the making, all of which can easily be obtained off the air at a comparatively small expense. Schools should be certain to record only "public domain" broadcasts, unless special permission is obtained.

Question 6. Have pupils participated in radio programs?

- a. Actually on the air

Yes 125

No 129

Pupils from New Jersey secondary schools have been on every New Jersey radio station and on many in Pennsylvania and New York. A complete list of the number of schools that have been on a number of various radio stations in this area is listed below:

- b. Mock broadcasts within school

- Yes 198 WAAT - 38 WPAT - 6 WABC - 5 WHBI - 4 WBAB - 2
WOR - 14 WCAP - 6 WOV - 4 WEST - 3 WFIL - 2
No 156 WTTM - 8 WSNJ - 6 WAWZ - 5 WFPG - 3 WHOM - 1
WTNJ - 6 WFAF - 5 WIP - 4 WCAU - 3 WMCA - 1
WCAM - 7 WJZ - 5 WNYC - 4 WNEW - 2 WBRB - 1

Question 7. Do you have a radio club?

- Yes 53 When it is realized that the pupils on leaving school will listen to the radio more than they will do anything else except work and sleep, it does not seem unreasonable that in the extra-curricular program at least some place might well be found for activities that will give an increased discrimination and appreciation in respect to radio programs.
- No 201

Question 8. Do you use records? If so, how?

- English classes: Yes—176 Music classes: Yes—239 Other classes: Yes—197
No—78 No—15 No—57

The other activities listed in addition to music and English included such diverse uses as typewriting practice, dancing, and language work. In this tabulation, it seems noteworthy that 78 secondary schools in New Jersey have not taken advantage of, for example, the Shakespearean recordings by great artists, and that 15 New Jersey secondary schools claim to be able to teach music without the use of records.

Question 9. Is listening to radio programs a part of class or extra-curricular activity?

- a. In English, Music or other classes b. Outside of school time
- | | |
|--------------------|-----------|
| Yes 110 | Yes 79 |
| No 113 | No 159 |
| Rarely 16 | Rarely 16 |
| National Events 15 | |

The implications of these answers are surprising for the suggestion is inescapable that the majority of New Jersey secondary schools ignore the educational and cultural material which is offered by such programs as Metropolitan Opera, New York Philharmonic Symphony, Invitation to Learning, Town Meeting of the Air, and Human Adventure.

Question 10. Are any of the teachers in your school building specifically trained to work along the lines suggested in questions 6 through 9?

- Yes 86 It may well be that the large percentage of negative replies to question 9, as well as the other questions, may be due to this lack of teacher preparation. It is entirely possible that this is the point at which the log jam must be broken, for unless teach-
- No 168

ers know radio and know how to use radio as an educational device, the picture will not become brighter in the near future.

Question 11. *Is the use in education of radio recordings and sound equipment likely to be less or more important during the next few years?*

More important — 219 It should be noted that 184 schools
No comment — 26 of the 219 stating that it would be
Radio less; sound equipment more— 6 more important, wrote at some
No change — 2 length about this, in fact, with en-
Probably less, should be more — 1 thusiasm.
Special comments which should be noted are as follows:

- 29 indicated an urgent need for equipment or repairs
- 9 mentioned the spur of Army use
- 7 believed that broadcasters and educators should get together
- 7 indicated the necessity for a consideration of television
- 5 need trained teachers
- 4 desired recordings of broadcasts
- 3 had their own radio station (discontinued by Federal edict)
- 3 cities are contemplating the establishment of a radio station to broadcast to the total schools
- 2 mentioned F M
- 2 thought dull pupils might be able to learn quicker

As a final comment on these opinions it should be noted that principals were much more optimistic about the future of radio and sound equipment in schools than their present practice might lead one to expect. This is the surest guarantee that as soon as civilian radio equipment is again available, schools will enter on an expanded program in this field, but there must always be the sober realization that even with the best equipment in the world, radio cannot function adequately in our schools until the teachers are made to see its value and have been taught to use it.

JUVENILE DELINQUENCY PROGRAMS ANALYZED

Responsive to a request to Station Managers from Dorothy Lewis, NAB Coordinator of Listener Activity, regarding scripts and program information on juvenile delinquency, 20% of NAB stations have forwarded excellent material. It is being analyzed and a report made to the Children's Bureau, Department of Labor. A large percentage of station managers also requested information and skeleton scripts devoted to youth problems to be released by the Children's Bureau later this season.

WLAP JOINS BLUE NETWORK

The following release was sent for publication in NAB REPORTS:

WLAP in Lexington, Kentucky, becomes affiliated with the Blue Network July 1st. This connection will bring the facilities of this Network straight to the Lexington Bluegrass region.

WLAP, known to the radio world as "The Thoroughbred Station of The Nation", is a member of the Nunn Group and is owned and operated by Captain Gilmore N. Nunn and J. Lindsay Nunn. Captain Nunn is now serving overseas in the United States Air Transport Command. J. E. Willis is the WLAP manager.

According to Mr. Willis, a general station promotion campaign is planned to coincide with Blue's affiliation. This will give WLAP two networks, as the station is also affiliated with Mutual.

NEW FBIS CHIEF

Dr. Robert D. Leigh, Chief of the FCC's Foreign Broadcast Intelligence Service, has resigned, effective July 15, to take over Directorship of the recently created Committee for studying "Freedom of Press." Dr. Leigh has been a member of the Committee since its formation by the University of Chicago in conjunction with Henry Luce of *Time* and *Life*.

He will be succeeded at FBIS by Dr. Charles S. Hyne-man, a political scientist. He is the author of several books on Administrative Law and the work of regulatory agencies. A native Indianan, he attended the University of Indiana and received his Ph.D. from the University of Illinois in 1929. He is married and has three children.

HODSON LEAVES FCC

Robert Hodson, Chief of the FCC Minute Section since October, 1935, leaves the Commission Saturday, June 17, to become Chief Clerk at the law office of Pierson & Ball of Washington, D. C. Mr. Hodson received his AB degree from George Washington University in 1935; his LL.B. from Washington College of Law in 1940. Lavelle Hughes, now Asst. Chief in the Minute Section, will take over Hodson's duties.

923 STATIONS

During the month of May, 1944, the FCC granted three construction permits. One CP station was licensed to operate. A comparative table of the number of standard broadcast stations by months, follows:

	1943					1944											
	June 1	July 1	Aug. 1	Sept. 1	Oct. 1	Nov. 1	Dec. 1	Jan. 1	Feb. 1	Mar. 1	Apr. 1	May 1	June 1				
Operating	911	911	911	911	911	911	910	910	910	909	909	909	910				
Construction	1	1	2	2	2	2	2	2	4	8	9	11	13				
	912	912	913	913	913	913	912	912	914	917	918	920	923				

Federal Communications Commission Docket

HEARINGS

No broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, June 20.

Federal Communications Commission Action

APPLICATIONS GRANTED

- WESX—North Shore Broadcasting Co., Marblehead, Mass.—Granted modification of license to move main studio from transmitter site at Marblehead to Salem, Mass. (B1-ML-1198).
- WIBW—Topeka Broadcasting Assn., Inc., Topeka, Kans.—Granted renewal of license for the regular period.
- WEAN—The Yankee Network, Inc., Providence, R. I.—Granted renewal of license for the regular period.
- Alabama Broadcasting Co., Inc., Sylacauga, Ala.—Granted construction permit for a new station to operate on 1340 kc., 250 watts, unlimited time, subject to procedural requirements of Commission's supplemental statement of policy of January 26, 1944, and subject to condition that permittee install approved frequency modulator and frequency monitor when equipment is available.
- KFOX—Nichols & Warinner, Inc., Long Beach, Calif.—Granted special service authorization to permit broadcasting information to longshoremen at 3:40 and 7:30 p. m., PST, daily except Sunday, as a public service and without charge, for the period ending 10-1-44.
- KJBS—Mott Q. Brunton, Sherwood B. Brunton, Ralph R. Brunton & Mary Brunton (Transferors), KJBS Broadcasters, a partnership consisting of William B. Dolph, Hope P.

Petty, Elizabeth M. Bingham, D. Worth Clark, Helen S. Mark, Glenna G. Dolph, Edwin P. Franklin and Alice H. Lewis (Transferees), Julius Brunton & Sons Co. (Licensee), San Francisco, Calif.—Granted consent to voluntary transfer of control of Julius Brunton & Sons Co., licensee of station KJBS, from Matt Q. Brunton, Sherwood B. Brunton, Ralph R. Brunton and Mary Brunton, to KJBS Broadcasters, a partnership, consisting of William B. Dolph, Hope D. Petty, Elizabeth N. Bingham, D. Worth Clark, Helen S. Mark, Glenna G. Dolph, Edwin P. Franklin and Alice H. Lewis, for a consideration of \$200,000 representing 275 shares or 100% of the issued and outstanding capital stock of licensee station.

KJBS—Julius Brunton & Sons Co., San Francisco, Calif.—Granted renewal of license.

WKBV—Central Broadcasting Corp., Richmond, Ind.—Granted construction permit to increase power from 100 to 250 watts, make changes in transmitting equipment, move transmitter and studio and change corporate name (B4-P-3598).

DESIGNATED FOR HEARING

WNLC—Thames Broadcasting Corp., New London, Conn.—Designated for hearing application for construction permit to change frequency from 1490 to 1240 kc.

MISCELLANEOUS

WELO—Birney Imes, Jr., Tupelo, Miss.—Granted license to cover construction permit for new station; 1490 kc., 250 watts, unlimited time (B3-L-1805). Also granted authority to determine operating power by direct measurement (B3-Z-1595).

WKY—WKY Radiophone Co., Oklahoma City, Okla.—Granted modification of construction permit authorizing installation of directional antenna for night use, move of transmitter and increase in power, for extension of completion date to 1-20-45 (B3-MP-1748).

WROX—Robin Weaver, Sr., Clarksdale, Miss.—Granted license to cover construction permit for new station; 1450 kc., 250 watts, unlimited time (B3-L-1806). Also granted authority to determine operating power by direct measurement (B3-Z-1598).

WLBY—Larus & Bros. Co., Inc., WRVA transmitter site, 12 miles southeast of Richmond, Va., on James River.—Granted license to cover construction permit for new relay broadcast station; 1646, 2090, 2190 and 2830 kc., 35 watts (B2-LRY-297).

WLBX—Larus & Bro. Co., Inc., Richmond, Va.—Granted license to cover construction permit for new relay broadcast station; frequencies 1646, 2090, 2190, 2830 kc., 40 watts (B2-LRY-298).

KRHP—Houston Printing Corp., area of Houston, Tex.—Granted license to cover construction permit for new relay broadcast station; 1646, 2090, 2190, 2830 kc., 100 watts (B3-LRY-299).

W2XMT—Metropolitan Television, Inc., New York City.—Granted modification of construction permit for new experimental television broadcast station, for extension of completion date to 12-31-44 (B1-MPVB-112).

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

WFIL Broadcasting Co., Philadelphia; United Detroit Theatres Corp., Detroit, Mich.; Utah Broadcasting Co., Salt Lake City, Utah; WEBR, Inc., Buffalo, N. Y.

The following applications for *High Frequency (FM)* broadcast stations were placed in the pending files in accordance with Commission policy of February 23, 1943:

WEBR, Inc., Buffalo, N. Y.; Intermountain Broadcasting Corp., Salt Lake City, Utah; The Ohio Broadcasting Co., Canton, Ohio; Peoria Broadcasting Co., Peoria, Ill.; Richmond Radio Corp., Richmond, Va.; WCAE, Inc., Pittsburgh, Pa.; WCBS, Inc., Springfield, Ill.

WAAW—Bremer Broadcasting Corp., Newark, N. J.—Retained in the pending file under policy adopted 2-23-43, the application for modification of construction permit for new FM station, to move transmitter, extend commencement and completion dates and move studio from Jersey City to Newark (B1-MPH-91).

KNOE, Inc., Monroe, La.; KMLB, Liner's Broadcasting Station, Inc., Monroe, La.—The Commission set aside its grant made without hearing, on February 17, 1944, to KNOE, Inc., for a new station at Monroe, La., and designated the KNOE application and the application of KMLB for change in frequency to 1440 kc., for further hearing in a consolidated proceeding.

KDYI—Intermountain Broadcasting Corp., Salt Lake City, Utah.—Denied petition to reinstate application (B5-P-3303) for construction permit to change frequency from 1320 to 880 kc., increase power from 5 to 10 KW, make changes in directional antenna system and change transmitter.

WKPT—Kingsport Broadcasting Co., Inc., Kingsport, Tenn.—Granted petition in part, to reinstate application for construction permit (B3-P-3308) to operate on 790 kc., 1 KW, unlimited time.

WCHS—Charleston Broadcasting Co., Charleston, W. Va.—Denied petition for reinstatement and reconsideration of application (B2-P-3357) to change frequency from 580 to 640 kc.

WBAX—John H. Stenger, Jr., Wilkes-Barre, Pa.—Present license further extended for a period of 90 days.

APPLICATIONS FILED AT FCC

570 Kilocycles

WSYR—Central New York Broadcasting Corp., Syracuse, N. Y.—Construction permit for changes in directional antenna.

950 Kilocycles

WGOV—E. D. Rivers, Valdosta, Ga.—Construction permit to install a new transmitter, increase power from 250 watts to 1 KW, install directional antenna for night use and change frequency from 1450 kc. to 950 kc. Amended: to change requested power to 250 watts night, 1 KW daytime and omit request for installation of directional antenna.

WPEN and WPEN-FM—Wm. Penn Broadcasting Co., Philadelphia, Penna.—Transfer of control of license corporation from Arde Bulova to Bulletin Company (500 shares common stock—100%).

1050 Kilocycles

NEW—James F. Hopkins, Inc., Ann Arbor, Mich.—Construction permit for a new standard broadcast station to be operated on 1050 kc., 1 KW power and daytime hours of operation. Amended: to change power to 250 watts and transmitter and studio site to be determined.

1230 Kilocycles

NEW—Scripps-Howard Radio, Inc., Houston, Texas.—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation.

1240 Kilocycles

WBBL—Grace Covenant Presbyterian Church (M. A. Sitton, Agent), Richmond, Va.—Construction permit to change specified hours of operation to Sundays from 11 a. m. to 12:15 p. m., and 8 p. m. to 9 p. m., EST, and move transmitter and antenna changes in accordance with above application. Contingent on grant of above application.

NEW—Thomas Garland Tinsley, Jr., Richmond, Va.—Construction permit for a new standard broadcast station to be operated on 1240 kc., 100 watts power and specified hours of operation. Hours not assigned WBBL.

WBAX—John H. Stenger, Jr., Wilkes-Barre, Penna.—License for operation of station on a regular basis.

1270 Kilocycles

WSPR—WSPR, Inc., Springfield, Mass.—License to cover construction permit (B1-P-3554) which authorized increase in daytime power and changes in transmitting equipment.

WSPR—WSPR, Inc., Springfield, Mass.—Authority to determine operating power by direct measurement of antenna power.

1280 Kilocycles

KFOX—Nichols and Warinner, Inc., Long Beach, Calif.—Special service authorization to permit broadcasting information to longshoremen for the period ending 10-1-44.

1340 Kilocycles

WEMP—Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette, Jr., Evalyn H. Dolph, Hope D. Pettey, Leo T. Crowley and James E. Markham, co-partners, d/b as the Milwaukee Co., Milwaukee, Wisc.—Voluntary assignment of license to Glenn D. Roberts, Melba F. Roberts, Wellwood Nesbit, Robert M. LaFollette, Jr., Evalyn H. Dolph, Hope D. Pettey and Rachel Young LaFollette, co-partners, d/b as the Milwaukee Broadcasting Company.

1400 Kilocycles

KWLK—Twin City Broadcasting Corp., Longview, Wash.—Transfer of control of licensee corporation from Marjory McClung, executrix of the estate of Ray McClung, deceased, and Hugh McClung to C. O. Chatterton.

WEOR—Forrest Broadcasting Co., Inc., Hattiesburg, Miss.—Voluntary assignment of license to C. J. Wright, B. M. Wright and C. J. Wright, Jr., d/b as Forrest Broadcasting Company.

1410 Kilocycles

WNBC—State Broadcasting Corp., Hartford, Conn.—Transfer of control of licensee corporation from Arde Bulova and Harold A. LaFount to The Yankee Network, Incorporated—5000 shares common and 500 shares preferred stock—100%.

1420 Kilocycles

NEW—Broadcasting Corporation of America, north of Brawley, Calif.—Construction permit for a new standard broadcast station to be operated on 1420 kc., power of 1 KW and unlimited hours of operation. Amended: re changes in antenna.

1450 Kilocycles

NEW—Ronald B. Woodyard, Utica, N. Y.—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation.

NEW—Nashville Radio Corp., Nashville, Tenn.—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation.

NEW—Northeastern Radio and Television Corporation, Portland, Maine.—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation.

FM APPLICATIONS

NEW—The Birmingham News Co., Birmingham, Ala.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44500 kc. with coverage of 17,700 square miles.

NEW—Owensboro Broadcasting Co., Inc., Owensboro, Ky.—Construction permit for a new high frequency (FM) broadcast station to be operated on 47900 kc. with coverage of 7,250 square miles.

NEW—Consolidated Broadcasting Corp., Ltd., Los Angeles, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45700 kc. with coverage of 7,000 square miles.

NEW—Central Ohio Broadcasting Co., Columbus, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated with 43100 kc. with coverage of 21,010 square miles.

NEW—WMIN Broadcasting Company, St. Paul, Minn.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45700 kc. with coverage of 13,273 square miles.

NEW—Blue Network Co., Inc., Los Angeles, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on 43100 kc. with coverage of 21,024 square miles.

NEW—Baltimore Broadcasting Corp., Baltimore, Md.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48300 kc. with coverage of 3,600 square miles.

NEW—The Wooster Republican Printing Company, Wooster, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on 49300 kc. with coverage of 8,500 square miles.

NEW—Fayette Broadcasting Corp., Uniontown, Penna.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48,100 kc. with coverage of 10,240 square miles.

NEW—Globe-Democrat Publishing Co., St. Louis, Mo.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44700 kc. with coverage of 13,083 square miles. Amended: to specify frequency of 46300 kc.

NEW—KRLD Radio Corp., Dallas, Texas.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45700 kc. with coverage of 20,000 square miles.

TELEVISION APPLICATIONS

NEW—The Philadelphia Inquirer, a Division of Triangle Publications, Inc., Philadelphia, Penna.—Construction permit for a new commercial television broadcast station to be operated on Channel #6 (96000-102000 kc.).

NEW—Westchester Broadcasting Corp., White Plains, N. Y.—Construction permit for a new commercial television broadcast station to be operated on Channel #13 (230000-236000 kc.).

NEW—Bremer Broadcasting Corp., Newark, N. J.—Construction permit for a new commercial television broadcast station to be operated on Channel #5 (84000-90000 kc.).

NEW—J. E. Rodman, Fresno, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #2 (60000-66000 kc.).

MISCELLANEOUS APPLICATIONS

NEW—Stanley G. Boynton, Highland Park, Mich.—Extension of authority to transmit programs to CKLW, Windsor, Ontario, Canada, from Highland Park, Mich.

NEW—The Journal Company (The Milwaukee Journal), Milwaukee, Wis.—Construction permit for a new developmental broadcast station to be operated on 45500 kc., 100 watts power and special emission.

NEW—Board of Education of the City of Atlanta, Atlanta, Ga.—Construction permit for a new noncommercial educational broadcast station to be operated on 42500 kc. with power of 1 KW.

NEW—First Baptist Church, Pontiac, Mich.—Extension of authority to transmit programs to radio station CKLW, Windsor, Ontario, Canada, for the period beginning August 13, 1944.

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.

Chick Bed Co., 96 B Avenue, N. E. Cedar Rapids, Iowa, selling and distributing a litter or floor covering for poultry and brooder houses designated as "Chick Bed," are charged in a complaint with misrepresentation. (5181)

Geppert Studios, 210 East Locust Street, Des Moines, Iowa, selling and distributing plain and colored photograph enlarge-

ments and frames for them, are charged in the complaint with misrepresentation. (5180)

Logan Garment Co., et al.—Deception of Army nurses in their purchases of uniforms is alleged in a complaint against Logan Garment Co. and Dayton Sportwear Mills, both of 131 North Jefferson Street, Dayton, Ohio, and their officers and directors, J. Roland Clark, Weston R. Clark, Kathryn P. Clark, Asa Penny and Ola Gunckle. The two corporations are jointly owned and operated, Logan Garment Co. being the manufacturer of the uniforms and Dayton Sportwear Mills the selling agents. (5178)

Williams S.L.K. Laboratories, 647 West Virginia Street, Milwaukee, Wisconsin, manufacturing and distributing two medicinal preparations designated "Rux Compound" and "Williams Formula" is charged in a complaint with false advertising and misrepresentation. (5179)

STIPULATIONS

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

Ace Specialty Co., 1225 Broadway, New York, a distributor of tennis equipment, stipulated that he will discontinue use of the word "manufacturers" in his advertising, trade literature or in any other manner to imply that he manufactures such equipment, unless he owns and operates or directly controls an establishment where it is made.

Pioneer Hatchery—A stipulation to cease and desist from misrepresentation in the sale of baby chicks has been entered into by Walter E. Schultz, trading as Pioneer Hatchery, Boone, Iowa. (6848)

CEASE AND DESIST ORDERS

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

Atlantic City Wholesale Drug Co., Atlantic City, N. J., wholesaler of drugs and cosmetics, has been ordered to cease and desist from inducing or receiving discriminations in price which are prohibited by the Robinson-Patman Act. The order is also directed against Roy H. Cochran, president of the corporation, and Rodney S. Pullen, Jr., advertising and sales manager. (4957)

James Jebaily, Inc., 36 East 31st Street, New York, manufacturer of women's wearing apparel, has been ordered to cease and desist from misrepresenting the fiber content of certain garments it sells, in violation of the Federal Trade Commission Act, and from misbranding others, in violation of the Wool Products Labeling Act. (5066)

Prime Manufacturing Co., 1667 South First Street, Milwaukee, has been ordered to discontinue certain misrepresentations in connection with the sale of its electric fence controller, a device advertised for use in confining livestock. (4978)