



## NAB EXECUTIVES WAR CONFERENCE

Sub-committees of the Board of Directors on Convention Program and By-Law Revision will meet in Washington on next Monday and Tuesday (10 and 11). Immediately following these meetings a special bulletin outlining the tentative plans for the NAB Executives War Conference will be sent to the membership. This bulletin will be accompanied by forms for advance registration, certification of station representatives and hotel reservation forms. All requests for hotel reservations must be made on these standard forms and must be approved by the NAB Housing Committee before the Palmer House, which is the headquarters hotel, will assign rooms from those reserved for the accommodation of NAB members.

Since attendance at the Conference is to be limited to the personnel of member stations and associate members and NAB standing committees, reservation forms will be sent only to this list. The forthcoming bulletin will give in as great detail as possible information regarding the convention, that will enable the station management to decide who from among its personnel should attend.

## FREE RADIO EXPLAINED BY RADIO

Congratulations are due Richard Harkness for his Independence Day broadcast from WRC, Washington, over NBC. The unusual feature of his program was that he talked about Radio on Radio. The portion of his broadcast dealing with a Free Radio merits repeating. It follows:

"This is Independence Day—a day to celebrate our Independence as an Independent free country—a day, too, dedicated to the battle (around the world) to 'keep' our country free. The one basis of our freedom is 'freedom of expression'—Freedom to speak as we please—To express our own opinions—To write as we please. This 'freedom of expression' is summed up in a 'free radio' and in a 'free press.' A radio and press 'free' to bring the full truth to the American people—'free' to speak out plainly and frankly—a radio and press 'free' of Government dictation. Otherwise we will soon find ourselves without our freedom. If we lose our free radio (and our free press) we will be 'fed' untruths, or worse, our freedom of thought would be twisted and warped by dangerous 'half' truths. This Fourth of July (and the freedom of radio and press we have today)—points up one single plank adopted by the recent Republican National Convention in Chicago. It is

a plank most of the radio commentators (and newspaper writers) passed over. But in the midst of a war—with the issues at stake in this Presidential campaign—it is a platform plank which is *vitaly important*.

The Republican Resolutions Committee, and the full Republican Convention adopted this 'free press and radio plank' by unanimous vote: Here it is in full:

'In times like these when whole peoples have found themselves shackled by Governments which denied the truth, or, worse by Governments which dealt in half truths or withheld the facts from the public, it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans. There must be no censorship except to the extent required by war necessity.'

The Republicans (as a party) add this to their platform: 'We insistently condemn any tendency to regard the press and radio as instruments of the Administration and the use of Government publicity agencies for partisan ends. We need a new radio law which will define in clear and unmistakable language, the role of the Federal Communications Commission. All channels of news must be kept open with equality of access to information at the

(Continued on page 222)

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*.

#### FREE RADIO EXPLAINED BY RADIO

(Continued from page 221)

source. If agreement can be achieved with foreign nations to establish the same principles it will be a valuable contribution to future peace. Vital facts must not be withheld. We want no more Pearl Harbor reports.'

There is the Republican platform guaranteeing a free press and radio. Within a few weeks the Democratic Resolutions Committee will begin its deliberations in Chicago. If we are to keep this precious freedom of expression in our country it certainly behooves the Democrats to be equally outspoken for a free radio, and a free press. Otherwise there will be a 'fundamental' issue in this coming Presidential campaign, the 'vital' issue of 'freedom of expression'.

#### FCC SETS UAW-CIO PETITION vs. WHKC FOR HEARING

The Federal Communications Commission has designated for hearing on August 15, 1944, at an hour and place to be designated, the petition of the UAW-CIO, Columbus, Ohio, directed against the Commission's grant without hearing on May 16, 1944, of the application of United Broadcasting Company (WHKC), Columbus, Ohio, for renewal of license; and directed that pursuant to provisions of Sec. 308(b) and 312(a) of the Communications Act the United Broadcasting Co. (WHKC) shall file with the Commission on or before the 5th day of August a statement of fact concerning the operation of its station WHKC, with particular reference to the allegations of the UAW-CIO petition, and as to whether or not the station has been operated in the public interest.

The UAW-CIO petition alleges that Station WHKC is throttling free speech and is, therefore, not operating in the public interest in that (a) the station has a policy not to permit the sale of time for programs which solicit memberships, discuss controversial subjects, race, religion and politics; (b) the station does not apply this practice uniformly, but on the contrary applies that policy "strictly to those with whom the management of Station WHKC disagrees, including petitioners, and loosely or not at all with respect to others"; (c) the station unfairly censored scripts submitted by petitioners.

#### HURRY! HURRY!

Please return "green" and "yellow" forms  
 with 5th War Loan data

Approximately 375 "green sheet" reports were received at NAB from individual stations to Thursday noon (6). All stations whose bond reports for the June period are

July 7, 1944 — 222

not en route to NAB (or sent) are urged to air mail them at once.

With generous station cooperation the industry will be able to determine quickly the amount of support which the industry placed behind the 5th War Loan campaign.

A generous sprinkling of "yellow sheet" reports, covering the July 1-7, incl., period of 5th War Loan promotion have also been received in advance. It is hoped that stations will also return the "yellow sheet" report by air mail if they have not done so.

The information from both sheets will be consolidated by NAB Research Department. When completed it will provide a "Report to the Nation" of what was done by the industry. Also included with station origination data will be the allocated war bond sustaining and commercial figures.

#### SPECIAL NOTICE TO MEMBERS OF ASSOCIATION OF WOMEN DIRECTORS

On July 10th over the Blue Network at 1:45 P.M. there will be a closing broadcast of the "American Home Campaign" of the Association of Women Directors. During the program, Mrs. LaFell Dickinson, new President of the General Federation of Women's Clubs, Mrs. Clara Savage Littledate, Editor of Parents' Magazine, and Mrs. Dorothy Lewis, NAB Coordinator of Listener Activity, will be heard. There will be an announcement of the winners in a nation-wide letter contest, "What I Am Doing in My Home to Strengthen the Promise of a Happier Postwar World," and a possible presentation of winners.

During the past three months, 650 women have broadcast special material prepared by twenty-four leading national organizations pertaining to the subject of the American Home. This mass editorializing is one of the most significant developments in programming. The project has evoked high praise from broadcasters and lay leaders.

#### RTPB CHANGES NAME OF PANEL 5

It was announced on June 29 by Dr. W. R. G. Baker, chairman of the Radio Technical Planning Board, that the name of Panel 5 has been changed from "VHF Broadcasting" to "FM Broadcasting." This is in accordance with a request recently made by the Panel to the Radio Technical Planning Board. Membership of the Board voted by mail on the proposal. According to Dr. Baker the result of the mail ballot "was slightly in favor of the change." In the future this panel will be identified as "Panel 5, on FM Broadcasting."

Panel 5 has completed a report on "Standards and Frequency Allocations for Postwar VHF Broadcasting." These recommendations are now being prepared in blue book form for transmittal to the Radio Technical Planning Board. (Important points in the report are substantially as set forth on page 119 of NAB REPORTS, April 21, 1944.) It is anticipated the Board will act on both the FM and television reports in near future.

#### FUTURE LOANS POSE PROBLEMS

The 6th War Loan is the next big financial job facing the American people, the Treasury and broadcasting stations.

The weeks immediately ahead should give Treasury ample time to examine thoroughly American public opinion on bond buying, to determine policy and the proper approach to be followed in live and transcribed radio programs as well as in other media.

Present unavailability of transcribed Treasury pro-



grams is considered in most quarters a temporary expedient.

More promotion, not less, will be required to sell "E" bonds in the face of present European news and cutbacks in production.

In addition, campaigns must be originated to induce people to hang onto their bonds at the end of hostilities, as well as to buy post-war issues.

### "TOWN MEETING" PROMOTED DRIVE OVER WROK

WROK brought "America's Town Meeting of the Air," Blue Network forum, to Rockford for the Fifth War Loan drive.

Admission to the broadcast was by the purchase of Series "E" bonds of \$100, or larger, denomination. Show sold just under \$500,000 in bonds—all Series "E."

### KOB CO-SPONSORED \$2,000 BOND CONTEST

A total of 116 commercial programs were sold by KOB, Albuquerque, to promote the Fifth War Loan drive. These programs included both transcribed Treasury and locally produced programs. One program was a daily report direct from war loan headquarters.

KOB joined with four other Albuquerque firms in sponsoring a contest for bond workers with \$2,000 in war bonds as prizes. These prizes were offered to individuals and to organizations selling the highest totals during the drive.

### 35,000 SCHEDULES FOR KRNT LISTENERS

Postmen will deliver 35,000 copies of the 1944 Summer KRNT Listening Schedule to homes in Middle Iowa this week. Schedules are going to radio listeners in the sixteen towns surrounding Des Moines, whose newspapers carry the new KRNT advertising column, "Likely Listenerin'."

Eight page publication, printed on newsprint, tabloid size, was designed by John Drake, station promotion manager.

## Federal Communications Commission Docket

### HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, July 10th. They are subject to change.

#### Monday, July 10

KOB—Albuquerque Broadcasting Co., Albuquerque, New Mexico.—Modification of C. P., 770 kc., 50 watts, unlimited.

KOB—Albuquerque Broadcasting Co., Albuquerque, New Mexico.—License to cover C. P. (B5-P-2783) as modified and authority to determine operating power by direct measurement.

#### Wednesday, July 12

WLOL—Independent Merchants Broadcasting Co., Minneapolis, Minn.—C. P., 1330 kc., 5 KW, unlimited (DA-day and night).

## Federal Communications Commission Action

### MISCELLANEOUS

WGAR—WGAR Broadcasting Co., Cleveland, Ohio.—Granted license to cover construction permit which authorized change in frequency from 1480 to 1220 kc., increase in power from 5 KW day, 1 KW night, to 5 KW day and night; changes in directional antenna for night use and move of transmitter to Broadview and Akins Roads, Broadview Heights Village, Ohio (B2-L-1808). And granted authority to determine operating power by direct measurement (B2-Z-1600).

WCBI—Birney Imes, Jr., Columbus, Miss.—Granted authority to determine operating power by direct measurement (B3-Z-1597).

WDUL—Head of the Lakes Broadcasting Co., Superior, Wis.—Granted license to cover construction permit for new high frequency (FM) broadcast station, 44500 kc. (B4-LH-48).

WCAO—The Monumental Radio Co., Baltimore, Md.—Granted construction permit (B1-P-3630) to move formerly licensed RCA Mfg. Co., Type 1-D-B transmitter to east side of Park Heights Ave., 1.2 miles NW from city boundaries, near Baltimore, and operate as an auxiliary transmitter with 1 KW, using directional antenna. (Action taken June 21, 1944.)

The following applications for construction permits for FM broadcast stations, were placed in the pending files pursuant to Commission policy adopted February 23, 1943:

A. H. Belo Corp., Dallas, Texas; Fayette Broadcasting Corp., Uniontown, Pa.; Miami Broadcasting Co., Miami, Fla.; Northside Broadcasting Corp., Louisville, Ky.

E. F. Peffer, Stockton, Calif.—Placed in the pending files application for commercial television station, in accordance with Commission policy adopted February 23, 1943 (B5-PCT-56).

Western Mich. College of Education, Kalamazoo, Mich.—Placed in the pending files application for new noncommercial educational broadcast station, in accordance with Commission's policy adopted February 23, 1943 (B2-PED-32).

WIRE—Indianapolis Broadcasting, Inc., Indianapolis, Ind.—Denied petition for reconsideration of the Commission's action on April 25, 1944, denying the WIRE petition to reinstate application (B4-P-3302) for construction permit to change frequency and increase power. Also denied petition for rehearing directed against the action of the Commission on April 18, 1944, granting application (B4-P-3569) of South Bend Broadcasting Corp., for construction permit for new station to operate on 1490 kc., 250 watts, unlimited time.

Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—Granted petition to reinstate application (Docket No. 6231) for construction permit to operate on 1050 kc., 1 KW, daytime only, and designated same for further hearing with new application (B2-P-3595) to operate on 1050 kc., 250 watts, unlimited time, to be consolidated with hearing on application of James F. Hopkins, Inc.

James F. Hopkins, Inc., Ann Arbor, Mich.—Granted petition in part, for reinstatement of application (B2-P-3291) for construction permit for a new station to operate on 1050 kc., 250 watts daytime only, and designated said application for consolidated hearing with Washtenaw application above.

WJZ—Blue Network Co., Inc., New York City.—Granted petition to intervene in the hearing on application of Albuquerque Broadcasting Co. (KOB) for modification of construction permit to operate on 770 kc., 50 KW, together with license to cover and authority to determine operating power.

Columbia Broadcasting System, Inc., New York City.—Granted motion for extension of time to file an appearance in re application for voluntary relinquishment of control of KFAB, and voluntary assignment of license of station WBT; extended same to July 26.

KFAB—The Sidles Co., Star Printing Co., State Journal Printing Co., and KFAB Broadcasting Co.—Granted motion for ex-

tension of time to file appearances in re KFAB and WBT applications above, extending same to July 26, 1944.

## APPLICATIONS FILED AT FCC

### 640 Kilocycles

WCLE—United Broadcasting Co., Akron, Ohio.—Modification of construction permit (B2-P-3566) which authorized change of frequency, hours of operation, increase power, installation of directional antenna and move for change of transmitter site, changes in directional antenna and extension of time.

### 680 Kilocycles

WLAU—Hildreth & Rogers Co., Lawrence, Mass.—Acquisition of control of licensee corporation by Irving E. Rogers through purchase of 337 shares of common stock from Irving E. Rogers, Harold B. Morrill and National Shawmut Bank of Boston, Executors under the will of Alexander H. Rogers.

### 810 Kilocycles

WGY—General Electric Co., Schenectady, N. Y.—Construction permit to make changes in the transmitting equipment of the auxiliary transmitter and decrease the operating power of the auxiliary transmitter from 50 KW to 5 KW.

### 1010 Kilocycles

KWBU—Baylor University and Carr P. Collins, Corpus Christi, Texas.—License to cover construction permit (B3-P-3524) for a new standard broadcast station. Amended: to change name of applicant to The Century Broadcasting Company.

KWBU—Baylor University and Carr P. Collins, Corpus Christi, Texas.—Authority to determine operating power by direct measurement of antenna power. Amended: to change name of applicant to The Century Broadcasting Company.

### 1130 Kilocycles

WCAR—Pontiac Broadcasting Co., Pontiac, Mich.—Special service authorization to operate from 7 a. m., EST, to local sunrise with power of 250 watts for the period 9-1-44 to 4-1-45.

### 1150 Kilocycles

WCOP—Massachusetts Broadcasting Corp., Boston, Mass.—Transfer of control of licensee corporation from Arde Bulova and Harold A. Lafount to Iowa Broadcasting Company—5000 shares common and 500 shares preferred stock.

### 1230 Kilocycles

KELO—Sioux Falls Broadcast Assn., Inc., Sioux Falls, S. Dak.—Construction permit to install new antenna. Amended: re changes in ground system.

NEW—Fred B. Wilson and Channing Cope, d/b as Chattahoochee Broadcasters, Marietta, Ga.—Construction permit for a new standard broadcast station to be operated on 1230 ke., power of 250 watts and unlimited hours of operation.

### 1240 Kilocycles

WHBU—Anderson Broadcasting Corp., Anderson, Ind.—Transfer of control of licensee corporation from L. M. Kennett and Cora C. Kennett to C. Bruce McConnell, Robert E. Bausman and Earl H. Schmidt.

WJMC—Walter C. Bridges, Rice Lake, Wis.—Authority to determine operating power by direct measurement of antenna power.

### 1450 Kilocycles

WLAP—American Broadcasting Corp., Lexington, Ky.—Authority to determine operating power by direct measurement of antenna power.

### 1490 Kilocycles

KTBI—Tacoma Broadcasters, Inc., Tacoma, Wash.—Transfer of control of licensee corporation from Harold S. Woodworth to H. J. Quilliam—150 shares common stock.

## FM APPLICATIONS

NEW—North Carolina Broadcasting Co., Inc., Greensboro, N. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on 43900 ke. with coverage of 13,200 square miles.

NEW—KTRH Broadcasting Co., Houston, Texas.—Construction permit for a new high frequency (FM) broadcast station to be operated on 47700 ke. with coverage of 14,300 square miles.

NEW—Pawtucket Broadcasting Co., Pawtucket, R. I.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45100 ke. with coverage of 3,760 square miles.

NEW—Eleanor Patterson, tr/as The Times Herald, Washington, D. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46300 ke.

NEW—Gannett Publishing Co., Inc., Augusta, Maine.—Construction permit for a new high frequency (FM) broadcast station to be operated on 49100 ke. with coverage of 3,968 square miles.

NEW—Poughkeepsie Newspapers, Inc., Poughkeepsie, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44300 ke., coverage of 10,198.5 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 ke. with coverage of 7,000 square miles.

## MISCELLANEOUS APPLICATIONS

NEW—WBNS, Inc., area of Columbus, Ohio.—License for a new special relay broadcast station, using the equipment licensed to WBNT to be operated on 1646, 2090, 2190, 2830 ke., power of 175 watts, A3 emission.

NEW—WBNS, Inc., area of Columbus, Ohio.—License for a new special relay broadcast station, using the equipment licensed to WJLF to be operated on 1646, 2090, 2190 and 2830 ke., power of 20 watts and A3 emission.

NEW—WBNS, Inc., area of Columbus, Ohio.—License for a new special relay broadcast station, using the equipment licensed to WGBD to be operated on 1646, 2090, 2190, 2830 ke., power of 3 watts and A3 emission.

NEW—WBNS, Inc., area of Columbus, Ohio.—License for a new special relay broadcast station, using the equipment licensed to WELE to be operated on 31220, 35620, 37020, 39260 ke., power of 2 watts and A3 emission.

WRCL—Columbia Broadcasting System, Inc., area of New York, N. Y.—License to cover construction permit (B1-PRE-441) for a new relay broadcast station.

KGEX—General Electric Co., near Blemont, Calif.—License to cover construction permit (B5-PIB-54) which authorized construction of a new international broadcast station.

WBNF-NEW—Wylie B. Jones Advertising Agency, Binghamton, N. Y.—Construction permit to change frequency from 44900 ke. to 43700 ke., change type of transmitter and change coverage and location.

NEW—City of San Bernardino High School District, San Bernardino, Calif.—Construction permit for a new noncommercial educational broadcast station to be operated on 42900 ke., power of 250 watts and special emission. Amended: to specify type of transmitter.

KFBL—Frontier Broadcasting Co., area of Cheyenne, Wyo.—License to cover construction permit (B5-PRY-283) for a new relay broadcast station.

KFMB—Frontier Broadcasting Co., area of Cheyenne, Wyo.—License to cover construction permit (B5-PRE-430) for a new relay broadcast station.



# Federal Trade Commission Docket

## COMPLAINTS

The Federal Trade Commission issued no complaints last week.

## CEASE AND DESIST ORDERS

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

**Detroit Soda Products Company**, Wyandotte, Michigan, packing and selling a baking soda (bicarbonate of soda) designated "Crystal Brand Baking Soda," recommended for use as a remedy for various human ailments as well as for other purposes, and Aarons, Sill & Caron, Inc., Detroit, an advertising agency disseminating advertisements of the product, have been ordered to cease and desist from misrepresentations of the product. (5037)

**Drug Profits, Inc.**, Ravenswood, W. Va., selling and distributing medicinal preparations designated "Phalene" and "Burtone," has been ordered to cease and desist from false advertising and misrepresentation of the preparations. (4893)

**Preparatory Training Institute**, 55 North Clinton Avenue, Trenton, N. J., engaged in the sale and distribution of courses of study and instruction intended for preparing students for examinations for Civil Service positions, has been ordered to cease and desist from misrepresentation. (4453)

**Rex Diathermy Corp.**, 901 First Court, Brooklyn, manufacturing, renting, selling and distributing a device designated "Rex Diathermy Machine," has been ordered to cease and desist from false advertising and misrepresentation. (5145)

**Rich & Company**, 270 West 39th Street, New York, manufacturing and selling women's suits and other garments composed in whole or in part of wool, have been ordered to cease and desist from violation of the Wool Products Labeling Act of 1939 and the rules and regulations promulgated thereunder. The Commission finds that the respondents have violated the Act and the rules and regulations by failing to affix to their products the proper stamps, labels, or other means of identification required by the Act. (5144)

**C. H. Stemmmons Manufacturing Co.** and as **Airflow Arch-Ezur Co.**, 1024 McGee Street, Kansas City, Missouri, manufacturing and selling arch supports designated "Airflow Arch-Ezurs," has been ordered to cease and desist from misrepresentation of its product. (4882)

**Vacu-Matic Carburetor Co.**, Wauwatosa, Wisconsin, manufacturing and selling a mechanical device designated "Vacu-matic" for attachment to automobile engines for the purported purpose of saving gasoline and otherwise improving engine performance, has been ordered to cease and desist from misrepresentation of the product. (3388)

## STIPULATIONS

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

**Amstutz Hatcheries**, with hatcheries located at Celina, Coldwater, New Bremen, Minster, Medina, Orrville and Canton, Ohio, and Frankenmuth, Mich., have entered into a stipulation to cease the use in their advertising or trade literature of statements such as "Baby Chicks from R. O. P. Pedigreed Males," "R. O. P. Pedigree Sired," "R. O. P. Enriched Baby Chicks" or similar terminology tending to convey the impression that such chicks are sired by U. S. R. O. P. males; representing by use of "R. O. P." terminology that the males used for mating are "individually banded" or other implications that the respondents participate in the National Poultry Improvement Plan, and that their hatcheries are U. S. Approved hatcheries, unless and until such time as their operations actually are conducted under such plan and meet all its requirements. (3850)

**Arcady Farms Milling Co.**, 223 West Jackson Boulevard, Chicago, selling a dry dog food preparation designated "Arcady Dog Ration," has stipulated that in the dissemination of its advertising it will cease representing that its product or any other dry dog food preparation of substantially the same composition contains meat. (03223)

**Babcock's Hatchery**, Ithaca, New York, selling and distributing baby chicks, has entered into a stipulation to cease and desist from use of the terms "100% Pullorum Clean" or "Pullorum Clean" and from use of any similar term or representation tending to convey the belief that the flocks producing chicks sold by him have been tested for pullorum disease and approved by any official State agency having responsibility under the National Poultry Improvement Plan for the accuracy of such testing. (3854)

**Fashion Jewelry Sales**, 1617 Curtis Street, Denver, Colorado, selling and distributing novelty jewelry, has entered into a stipulation in which he agrees to cease use of statements, such as "Astonishing ring values priced to you at a fraction of their worth" or other representations tending to convey the impression that the sale price of the articles is substantially less than that for which articles of like value are customarily sold; representing that the sale price of articles of jewelry is maintained because of ceiling prices set on such articles by the Office of Price Administration when in fact there is no such ceiling price; use of such words as "replica diamonds" as descriptive of products not in fact true reproductions of the gems named, and from use of the word "stone" or "stones" in referring to insets that are not in fact stones, as that term is commonly understood in the jewelry trade. (3856)

**General Fur Manufacturing Company**, 48 West 27th Street, New York, selling and distributing fur garments, has entered into a stipulation. (3858)

**Kroger Grocery & Baking Company**, Cincinnati, and **Ralph H. Jones Co.**, Carew Tower, Cincinnati, an advertising agency preparing advertisements for the products of the Kroger Company, have entered into a stipulation in which they agree to cease and desist from representing that Kroger's Clock Bread has a tonic effect upon the nerves; that it will correct dietary deficiencies or supply all the necessary body-building food elements, or that the bread contains any "supercharge" health factors. (03222)

**Albert Lea Foundry Company** and **Jack K. Heimann**, trading as **The Heimann Company**, both of Albert Lea, Minn., each engaged in the sale of a device designated "Konver-To-Kol" for use in converting oil burning heating units to coal burning units, have entered into a stipulation in which they agree to cease and desist from representing that the device or any other device of similar construction will burn all types and sizes of coal efficiently or that it will operate efficiently in any type of heating plant; from the use of any representation conveying the belief that all types of coal may be burned by using such a device without producing "bulky ashes" or ashes; from representing, by use of the statement "increased operating efficiency reduces tonnage of comparative hand-fired consumption" or by any other statement of similar implication, that oil burning furnaces equipped with such

devices are more efficient than are conventional coal burning furnaces equipped with shaker grates. (3857)

**Southeastern Hatcheries**, Southeastern Hatchery, Satilla Hatchery, Peach State Hatchery, Cumming Hatchery and Hall Hatchery, 139 Forsyth Street, S. W., Atlanta, Georgia, and J. Harry Miller, trading as Poultry Exchange and as J. H. Miller, Sr., Chambersburg, Pennsylvania, each engaged in the sale and distribution of baby chicks, have entered into stipulations in which they agree to cease and desist from representing that chicks sold by them are from U. S. Approved R. O. P. parent stock; or from the use of any other statement or expression which tends to convey the belief that the chicks are of U. S. R. O. P. stock, or that they or their parents are produced in U. S. Approved hatcheries; and in the case of R. H. Fechtel, that he participates in the National Poultry Improvement Plan. (3852-3853)

**Prunol Company**, 450 Houston Street, N. E., Atlanta, Georgia, selling and distributing a medicinal preparation designated "Prunol," has stipulated to cease representing that the laxative action of Prunol arises solely or principally from its prune concentrate and mineral oil content. He also agrees to cease disseminating any advertisement in which the brand name Prunol is used without disclosing in type of equal size and conspicuousness that the product contains phenolphthalein, or which advertisement fails to reveal that the product should not be used when abdominal pains or other symptoms of appendicitis are present; provided, however, that such advertisement need only contain the statement, "CAUTION: USE ONLY AS DIRECTED," when the directions for use appearing on either the label or in the labeling contains a caution or warning to the same effect. (03224)

## Table of Contents

January — June

### BROADCAST ADVERTISING

Page

Audience Measurement	103
Avery Speaks at National Men's Wear Assn. Convention	17
Avery Speaks at NRDGA Annual Convention	8
Department Stores Use Radio	56
"Did You Say Patent Medicine?"	179
General vs. Retail Rates	179
KMBC Adopts New Station Advertising Theme	141
NAB Dept. Expanded	153
NRDGA Promotion Clinic	91-96
Open Letter to Young & Rubicam, Inc.	203
Per-Inquiry—Allen Miller Production	120
Per-Inquiry Deal—Pitluk Advertising Co.	11
Retail Promotion Plan Continues to Receive Radio Retailer Acclaim	120
Retail Promotion Plan Results	16
Retail Radio Advertising Must State Tax Separately	145
Sales Managers Executive and Research Committees Meet in Cincinnati	96
Sales Managers Hear "What Radio Buyers Want To Know"	40
Sales Managers Meetings	1-16-96
Standard Coverage Study Under Way	145
Station Coverage Prime Research Objective	109
"Strange Hold" Described as Caress of Freedom	193

### DEFENSE

Advertisers War Effort Contribution	96
Armed Forces Radio Service Thanks NAB for Personnel Information	71
Army ET Has Wide Acceptance	180
Bond Booths on Docks	11
Broadcasting in the 4th War Loan	11-71-109
Bulletin on 5th War Loan	146-155-169
D-Day and the Radio Giant	189
More Treasury ETs for Sponsorship	31
Paper Rationing Affects You	11

Page

Solicit Complaints and Suggestions on 5th War Loan	199
Stations Ask for War Bond ETs	19
Stations Favor Continuance Bond Campaign	18
Stations War Effort Broadcasts	111-161
Voluntary Censorship Tightened	24
WROK Sponsors Showing of War Film	85

### ENGINEERING

Crystals Now Available	89
District Engineering Committee	10
Fixed Condensers Available	110
FM Broadcasters Meet	25
FM vs. AM Television Sound	64
Industrial Sound Equipment	110
NAB Develops Training Technique for Women Studio Operators	83
NAB Operator Training	56-71
NAB Technician Pool	110
Two NAB Staff Directors Address IRE Convention	26

### FEDERAL COMMUNICATION COMMISSION

Adair New Chief Engineer	58
Appropriations	24-33-92
A T & T Test in 12 Bands Is Approved	205
Chairman Fly Meets with NAB Small Market Stations Committee	178
Chairman Fly Speaks at FMBI Meeting	33
Fly-Wheeler Hail Radio	171
Change in Transcription Rule Not Yet Effective	178
Committee Appoints John J. Sirica as General Counsel	104
Craven to Leave Commission	159
Data re 100-Watt Standard Broadcast Stations	140
Hudson to Assist Fly	156
Identification Break Waived	25
Inquiry on Railroad Use of Radio	146
Inspection of Records—Order No. 118	18
Jett Nominated to Commission	7-58
Jorgensen Joins Navy	92
Leonard Marks Heads New Facilities Section	193
NAB Comments on Proposed Electrical Transcription Rule	204
NAB Files Brief on FCC Order 118 Amending Rule 1.5	51
Networks Warned on FM Broadcasting	168
New Application Form	216
New Multiple Ownership Order	31
Newspaper Case Closed	7
Number of Stations—914	42
Number of Stations—918	113
Number of Stations—920 in April	164
Number of Stations—923 in May	208
Policy on C. P.'s Clarified	23
Proposed Network Recording Rule	31
Railroad Hearings Set	216
Relay Station Broadcast Licenses Adjusted	180
Renewal Forms Revised	191
Reports FM Bursts to RTPB	192
Revises Multiple Ownership Compliance Procedure	101
RID Alerted	193
Rock Island Permits Granted	180
Rules Amended on Commencement and Completion of Construction	216
Television Multiples Increased	160
Transcription Announcements	159
Transfer of Control Regulation	12
W. Ervin James, Aide to Navy	105

### GENERAL

Advertising Federation Calls Off Its Annual Convention	122
Air Corps Casualties Available to Industry	145
American Library Assn. Spots	170
"America's Secret Weapon" Film Available to Stations	147
Boy Scouts Thank NAB	205
Broadcast Pleas Reduce Army Depot Absenteeism	4



	Page
Canadian Assn. of Broadcasters Convention	61
Certificate of Appreciation to Dr. Armstrong	214
College Degrees in "Radio Journalism" Seen by NAB Radio News Committee	26
Committee Studies College Radio Courses	32
D. A. R. Demands Free Radio	163
"Daylight Saving" Time	154
Educators Request More Channels	32
Honorable Chan Gurney on Free Speech	103
Identification Break Waived	25
Imported U. S. Radios and Domestic Production Maintain Listening in Britain	19-57
Industry Receives Signal Corps Certificate of Appreciation	205
Industry Thanked by Infantile Paralysis Foundation	55-65
Industry Thanks "Fibber" McGee and Molly for D-Day Coverage Plug	192
Information Wanted on Infringement of a Radio Idea	89
Information Wanted on Matthew Halton Radio Award	164
Information Wanted on "Rape of Radio" Book Cover	19
Inquiry on Power Rates	110
Jack Hopkins, Continues as President of the Florida Assn. of Broadcasters	121
Murphy Buys KSO	156
NAB Receives Red Cross Citation	160
National Assn. of Evangelicals Questionnaire	11
National Music Week	141
National Thrift Week	11
Nebraska Broadcasters Hold State Meeting	180
New Award Is Created for Radio Contribution to Cause of Democracy	139
No Attempts to Influence News by Advertisers	56
No More "Disclaimers"	118
"On the Air" Will Show Anywhere	105
Oregon-Washington Broadcasters Meet	96-104
Peabody Award Winners	135
Program Log Information Wanted	110
Proposed Sale of WBT	33
Proprietary Assn. Code of Advertising Practices	198
Radio Does a Job	77
Radio Figures Prominently in Ad Club War Projects	179
Radio Largest Source of War News	141
Radio Pays Tribute to the Y. M. C. A. Centennial	206
Radio Praised for D-Day Coverage	205
Railroads Test Radio Train Communication	121
Ray C. Ellis Addresses RMA Conference	192
Republican Convention Radio Coverage Great Engineering Feat	215
Republican National Convention Plank on Freedom of Press and Radio	214
Send Military Addresses to NAB	83-85-137
Stations Study Public Likes and Dislikes	56
Trammell Extols Radio and Press	4
Union Theological Seminary Undertakes Radio Survey	193
War Department Certificate of Appreciation	213
WLS Has 20th Birthday	111
Women Staff New NBC Show	91
WOW Begins 22d Year	111
WRVA Announcements Recover Sailor's Bag	70

## GOVERNMENT

Cohen to London	168
Crystals Now Available	89
D. Thomas Curtin WMC Radio Chief	104
FTC Report on Radio	12
Fetzer Replaces Ryan at Censorship	69
George P. Ludlam Succeeds Philip H. Cohen at OWI	120
Glenn Henry Leaves WPB	199
Internal Revenue—Talent Tax Status	63
McIntosh Leaves WPB	159
More Treasury ETs for Sponsorship	31-57
Navy Dept. Compliments NAB	41
OWI Needs Overseas Personnel	64-122

Policy on C. P.'s Clarified	23
Smith Is New Treasury Radio Chief	169
Sub-Committee Considers "Daylight Saving"	154
U. S. Communications Representatives Confer with Colombian Government	194
U. S. Office of Education Plans Better Equipment for School Radio	216
Voluntary Censorship Tightened	24
War Dept. Recognizes NAB Activity	31
WMC Continues Broadcasting in Essential Category	70
WMC Manpower Budget Plan	83
WPB Interprets P-133	154

## LABOR

AFM Walks Out in WJJD Case	197
Assigned Announcer Fee Principle Opposed	177
Commission Employees—New Policy	2
William Green, Prexy, Says WJJD Strike Unauthorized	118
Hillbilly Recruits War Labor Over KWKH	207
Information Needed on Membership of Women Technicians in IBEW Unions	191
Pancake Turners	52
Wage and Hour (Talent Fees)	15
Wage Stabilization Extended	178
WCOV Wins Arbitration Award	102
WJJD Presents Case	159
WLB Statement on Voluntary Bonuses	160
WMAL Case	136
WMC Appeals Procedure Modified	53

## LEGISLATIVE

Brown and Rankin File Bills Affecting Radio	65
Brown Bill H. Res. 431—Study and Investigation of News Released to Armed Forces	65
Clark Committee Hears Inter-Lochen Ban Story	89
International Communications Investigation	83
Limitation on Advertising Broadcasts S. 814	190
NAB Committee Considers White-Wheeler Bill	177
NAB Committee Meets with Chairman Wheeler	70-83
NAB Reviews Legislative Position	190
NAB Revises Legislative Recommendations	24
Prohibit Interference with the Broadcasting of Non-Commercial Cultural or Educational Programs—S. 1957	191
Rankin Bill H. R. 4151—Libel and Slander	65
Wheeler-Fly on Future of Communications	171

## MUSIC

BMI Board Meeting	197
Broadcasters Want Stronger BMI	62
Clark Committee Hears Inter-Lochen Ban Story	89
Commodore Records	53
Haverlin Leaves BMI—Joins MBS	89
Harold Ryan Elected President of BMI	118
NAB Music Committee Confers with ASCAP	139
Resolution Adopted	154
WJJD Presents Case	159
WLB to Consider Petrillo Matter	95
WPB Cites A. F. of M. Officers	135

## NATIONAL ASSOCIATION OF BROADCASTERS

1944 Membership Certificates	105
Annual Convention	31-197
Assn. of Women Directors Stage Big Event	57
Audience Measurement Bureau Committee Meets	31
Avery's Talk Before NRDGA Convention	8
Board Meetings	15-136-153
Brief Filed on FCC Order 118 Amending Rule 1.5	51
Broadcasters Discuss Essential Character of Radio	79
Broadcasters Want Even Stronger BMI	62
By-Law Change	153
Canadian Assn. of Broadcasters Convention	61
Code—Controversial Issues	77

	Page
Comments on Proposed Electrical Transcription Rule	204
Convention Site and Program Committee Meet	9
District 2	78
District 3	79
District 6	69
District 8	39
District 10	39
District 12	63
District 13	62
District 14	41-53
District 15	104
District 16	54
District Engineering Committee	10
District Meeting Resolutions	39
District Meetings Schedule	1-7-15-25
Fetzer, John E.—8th District Director	39
Finance Committee Meet	9
Gillin, John J.—10th District Director	39
Hager, Kolin—2nd District Director	78
Legislative Committee Considers White-Wheeler Bill	177
Legislation Committee Meets with Chairman Wheeler	70-83
Legislative Position Reviewed	190
Music Committee Confers with ASCAP	139
Navy Dept. Compliments NAB	41
News Committee Plans Council on Radio Journalism	214
News Sub-Committee Meets	18
Non-Member Stations Invited to Affiliate with NAB	197
Operator Training	56-71
Program Managers Executive Committee Meet	10
Public Relations Meetings	1-25
Radio News Committee	26
Radio News Committee Work Gets Further Co-operation	121
Revised Legislative Recommendations	24
Ryan, J. Harold—New President	29-118
Ryan, J. Harold Expresses Faith in Broadcasting's Future	117
Ryan, William B.—16th District Director	54
Sales Managers Hear "What Radio Buyers Want To Know"	40
Sales Managers Meetings	1-16
Salt Lake City Broadcasters Meet with Egolf and Avery	54
Small Market Stations Committee Examines Study of Group Selling	167
Small Market Stations Committee Meets with Chairman Fly	178
War Dept. Recognizes NAB Activity	31
Way, William B.—12th District Director	63
Wooten, Hoyt B.—6th District Director	69
Yocum, Ed—14th District Director	41-53

## PROMOTION

Design Technique Versus Service Requirements—Irwin W. Stanton	45
Kansas City Goes in for Kid Shows	42
KMBC Issues Service Brochure	105
KRNT Column in 16 Iowa Papers	199
KRNT and KSO Launch "Food for Freedom Fair"	105
KROY Tells of Public Service	164
KTSW Establishes Radio Scholarship	156
KXOK Has New Type Public Forum Broadcast	121
KXOK's "Jobs for Heroes" Gets Results	84
Post-War Radio Service	45
Radio in Service of Home and Nation—Arthur Stringer	48
Three Stations Combine to Promote Knoxville Market	180
War Effort Reports	111-161
Wave Sells in 4th War Loan Drive	70
WBIG Plans Morale Series	155
WBIG to Originate Network Series	199
WBZ Free Radio Workshop Begins July 6	217

WBZ Warcasts Increase Production, Raise Morale	111
WGAR and WJR Survey 75 Stations	56
WGAR's Library Promotion	32
WIOD's Bond Promotion Clicks	217
WJAG Serves in Emergency	170
WJR Brochure—"Victory F.O.B."	110
WOPI Observes 15th Anniversary	199
WOWO's "Proudly We Hail"	147
WQAM Issues "Service" Brochure	164
WQAM Juvenile Delinquency Program	163
WRVA Campaign Producing "Smokes for Our Wounded"	170
WRVA Careless Talk Slogan Contest	90
WTAG Show Produces Bond Sales	206
WTIC's Unique Wartime Program	141
WWNC Issues News Program Schedule	199

## PUBLIC RELATIONS

American Home Campaign Contest	85
Children's Programs Discussed	179
Deadline on Photos for NAB Public Relations Book	193
Egolf Addresses Radio Council of Greater Cleveland	26
Egolf Speaks on Venereal Diseases	147
Fifteenth Institute for Education by Radio	123
KFI Points Up Fight on Venereal Diseases	147
KTSM Booklet on El Paso Radio Forum	85
Lewis, Dorothy Schedule Southern Tour	85
Meetings	1-25
NAB Assn. of Women Directors Stage Big Event	57
NAB Participates in Ohio Institute	155
Radio Councils Activities	19-26
Radio Facilities and Activities Surveyed in New Jersey Schools	207
Radio Farm Directors Organize Assn.	154-155
Radio Women at White House	198
Results of AWD General Survey of Women's Programs	122
Rochester Hospital Council Broadcasts	91
"Tell Us About Radio"—WGAR	90

## RADIO TECHNICAL PLANNING BOARD

Panel 3 Meeting	55
Panel 4 Meeting	2-154
Panel 5 Meeting	56-162
Panel 6 Meeting	64
FCC Reports FM Bursts	192
FM and Television Panel Meeting	119

## RESEARCH

Data re 200 to 500-Watt Stations	121
Population Shifts	65
Radio Families—January 1	17
Research and Sales Managers Exec. Committees Meet in Cincinnati	96
Station Coverage Prime Research Objective	109
Standard Coverage Study Under Way	145

## SELECTIVE SERVICE

Communications Common Carriers Denied Deferrals	109
New Developments	95
WMC Continues Broadcasting in Essential Category	70

## TAXATION

How to Mention Federal Excise Tax in Retail Radio Advertising	167
Retail Radio Advertising Must State Tax Separately	145
Talent Tax Status	63

## TELEVISION

Joyce Forecasts Television at NRDGA Promotion Clinic	96
--	----



	<i>Page</i>
Small Market Stations in Television.....	168
Television in Spotlight.....	145
Television Meeting .....	32
Television Multiples Increased.....	160
Television Stations Listed.....	32

#### TUBES

NAB Predicts More Tubes in Last Half of Year	214
Views on Production Differ.....	2

#### NAB SPECIAL BULLETINS

A. F. OF M.....	#24-28
-----------------	--------

	<i>Page</i>
THE BEAM .....	Vol. 2, #1-2
BROADCAST ADVERTISING .....	#9-11
INFORMATION .....	#17
LEGISLATIVE .....	Vol. 12, #1-10
MUSIC .....	Vol. 12, #1
REEMPLOYMENT .....	#1
SELECTIVE SERVICE .....	#17-22
SWAP BULLETIN .....	#46-51