

ALL CONFERENCE SESSIONS IMPORTANT

The program for the forthcoming War Conference is rapidly crystalizing and it is planned to issue a full agenda within the next ten days. Great care has been exercised in the selection of the speakers who are to participate on the various programs. Every topic has been selected with a view to contributing constructively to better understanding on the part of the broadcasters of current problems and of possible developments affecting their interest which will arise in the future. No broadcaster who attends this Conference can afford to miss any of the sessions which have been planned.

Of particular interest and importance is the closing session on Thursday afternoon, August 31. This program will be a panel discussion of the post-war future of broadcasting. What about AM—FM—television—facsimile! Those are questions which every broadcaster has uppermost in his mind. A great deal of light will be thrown on them at this session.

If you have been planning your departure prior to 6 o'clock Thursday afternoon, you are going to miss one of the most revealing sessions of the entire Conference. We give this notice at this time in order that you may change your train reservations if you have previously planned to leave before 6 o'clock on Thursday, August 31.

NAB LABOR POST FILLED

John Morgan Davis, Philadelphia attorney, has been appointed general counsel of the National Association of Broadcasters and placed in charge of labor relations, Harold Ryan, NAB president, announced today. He will assume his duties officially on August 15.

Mr. Davis, engaged in the practice of law in Philadelphia, will retain his legal connections there and give general direction and supervision to the NAB labor relations activity.

A graduate of the University of Pennsylvania Wharton School of Finance and Commerce and of the law school, Mr. Davis alternated his studies with broadcasting in 1929 when he became an announcer at station WLIT, Philadelphia. He later was employed at WCAU and returned to WLIT in 1932 as Assistant to the General Manager, and in 1935, when WFIL was created through the merger of WLIT and WFI, he remained with the combined operation.

Later in 1935, Mr. Davis acquired an interest in radio station WIBG, serving as Vice President and General Counsel. He has retained that post continuously since.

He served as the first Secretary of the State Labor Board of Pennsylvania and assisted in the organization of that agency with which he maintained his connection for a period of 18 months.

In his legal practice, Mr. Davis has specialized in corporation, communications and labor law, having been admitted to practice in all courts of Pennsylvania and the United States Supreme Court.

He is a member of the Pennsylvania Bar Association, the American Bar Association and of the Federal Communications Bar Association, taking an active part in all these organizations.

He is past Chairman of the American Bar Association Radio Committee and is at present National Director of the Public Information program of the American Bar Association.

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

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

NAB LABOR POST FILLED

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He is married and the father of two children. Mr. Ryan announced that Mr. Davis will attend the forthcoming NAB Executives War Conference in Chicago, August 28-31, and will outline the general scope of NAB labor activities.

WLB AFTER PETRILLO

The War Labor Board is trying to make Mr. James C. Petrillo, President of the American Federation of Musicians, behave.

On Wednesday (9) Petrillo was cited before the Board to show why he had defied the Board's order in refusing to call off the strike against Station KSTP. William H. Davis, Chairman of the Board, denounced the strike which he said violated the normal processes of handling labor disputes. Joseph Padway, General Counsel for AFM, who appeared in behalf of Petrillo, said that he would notify the union headquarters in New York and also the strikers of Mr. Davis' views. He was instructed to give the Board final word on Thursday (10) as to whether or not the strike would be discontinued in accordance with the Board's order.

Mr. Davis said: "This strike is incredible to me. It is just a question of what is a fair rate of pay in Minneapolis, not one involving any great issue. Whatever the provocation" he said to Mr. Palway, "I expect you to let the proposition be settled by the War Labor Board."

In still another matter pending before the Board Mr. Petrillo has been taken to task. He was summoned to appear on August 17 to explain why his union has not lifted the ban against the making of records in accordance with the Board's order. This order (See NAB Special AFM Bulletin No. 28 of June 22) handed down June 15 after NBC Recording, Columbia Recording and RCA Recording had agreed to negotiate with respect to the distribution of a fund has never become effective due to Mr. Petrillo's refusal to allow the musicians to go back to recording work.

Further developments will be reported.

TREASURY SALUTES INDUSTRY

In a personal letter to President Harold Ryan, Henry Morgenthau, Jr., Secretary of the Treasury, pays high tribute to the assistance given to the Fifth War Loan. Mr. Morgenthau's letter follows:

"In your capacity as the representative of the radio industry, please accept the sincere thanks of the Treasury Department and the people of America for the time and talent placed at our disposal in the Fifth War Loan by the four networks and the 912 radio stations throughout the country.

"Radio's contribution in terms of money has been most outstanding, but radio's contribution in terms of our success and the country's welfare is beyond appraisal. Without it we could not have raised the tremendous sum necessary to pursue the war."

BROADCAST ADVERTISING

WPB DECLARATION OF POLICY AND RETAILERS VOLUNTARY PROGRAM

At the suggestion of NAB, the Office of Civilian Requirements of the War Production Board will mail to all radio stations on Monday, August 14, a letter outlining the purposes and principles of the Declaration of Policy in connection with textiles, textile products and furniture.

The letter will be accompanied by material that describes the application of this Declaration of Policy to retail radio advertising. Included with the mailing is a pamphlet containing 82 questions and answers that help to define and describe the principles in practice.

All radio station managers and sales executives are urged to read and study this material in order that they may more closely conform to the purposes of the proposal. To supplement the mailing from the War Production Board, NAB will address a letter to all radio stations on Wednesday, August 16.

For additional details, see the issues of the advertising and broadcasting trade papers dated August 14.

NRDGA PROMOTION EXCHANGE WILL BE MAILED NEXT WEEK

Radio station sales executives are urged to be on the lookout for the September issue of the NRDGA PROMOTION EXCHANGE which will be mailed to all NAB member commercial managers early next week.

This issue—the first available under the NAB Associate membership in NRDGA—contains a calendar on a merchandise basis for the month of September and a detailed explanation of the "Kitty Kay" programs for Kirven's of Columbus, Georgia.

INDUSTRY BACKS NAB STAND ON PAID WAC ADVERTISING

Although Young & Rubicam, Inc., has issued a statement regarding the effort of the National Association of Broadcasters to obtain the WAC recruitment advertising budget for radio stations, NAB will not relax in its efforts to convince the agency that broadcast advertising should be used for this purpose.

The response and support of radio stations of all types and in all sections of the country has been overwhelmingly in accord with the NAB position. At the moment this issue of the NAB REPORTS goes to press, the vote on the acceptance of paid WAC recruitment advertising is divided as follows:

Affirmative	630	89.5%
Negative	65	9.2%
Undecided	9	1.3%
TOTAL	704	100.0%

Negotiations now in progress will be reported in full to the industry at the earliest possible moment.

Designed to enable radio station executives to keep up to date on the promotion plans and thinking of department stores and other leading retailers, the NRDGA PROMOTION EXCHANGE will be mailed to each NAB member station ten times during the next twelve months. Be sure it is routed to the entire sales staff.

MRS. LEWIS NAMED CHAIRMAN

Following the conference held July 27th on Farm & Safety, by the N. Y. State Department of Health, Mrs. Dorothy Lewis, NAB Director of Listener Activity, was appointed Chairman of the Radio Committee of the State Advisory Committee on Home and Farm Safety.

CHILDREN'S PROGRAM IDEAS

NAB, through its Listener Activities Division, maintains one of the largest files of Children's Programs in the world. Information is available to broadcasters at all times. Most recent contributions came from Mr. Roger Clipp, Manager of WFIL. Their program, MAGIC OF BOOKS, has received the following high commendation from The Free Library of Philadelphia:

"We thank you for your magnificent work for the children of Philadelphia. This program has brought about the first direct tie-up between the library and the public school children. We understand that over 1,000 children crowd the lecture hall to hear 'Skipper Dawes' and that there is a great demand for books."

Alexander J. Stoddard, Superintendent of Schools, also extended appreciation and continued cooperation.

Here is the general format of the series:

"MAGIC OF BOOKS—This is a quarter-hour program broadcast once a week during school hours and listened to by the children either during class or in assembly. The grades covered are from the third to the sixth inclusive with the age range nine through twelve years.

"Each week Skipper Dawes, our Educational Director, tells the children over the air a story taken from a book selected in cooperation with the school and the public library. At the same time, he announces that he will be in one of the branches of the public library at such and such an address to tell another story. The children in the school closest to that branch are invited to come to the library and see and hear Skipper Dawes read a story in person. While the children are gathered around him, Skipper Dawes invites two or three to read aloud their favorite story to the group. The boy or girl performing the most creditably is then invited to appear with Skipper Dawes on his program the following week.

"Mr. F. H. Price, the Librarian of the Free Library of Philadelphia, was so impressed with the program that he authorized the printing of 50,000 book markers publicizing the MAGIC OF BOOKS and listed the books from which stories would be told during future broadcasts.

"Our experience with the MAGIC OF BOOKS has shown conclusively that it is definitely in the realm of public service and we are quite happy to relate appeals mightily to the youngsters to whom it is directed."

Two other series will be broadcast this fall.

MUSIC ON THE AIR operates with the full cooperation of the Radio Committee of the Public School System and will have the added value of the advice and collaboration with a local musical organization.

SCIENCE IS FUN will appeal to the same nine to twelve age level. Scripts will be prepared under the supervision of the Franklin Institute. Scientific facts will be explained in story form. A special manual will be available to every principal and teacher in the particular grades approached.

This pooling of resources and facilities deserves praise and study by broadcasters everywhere. The series are applicable to many communities.

SCHOOL BROADCAST CONFERENCE SET

The entire structure of school broadcasting as it affects the schools, local stations and networks, is to be considered as the agenda for the Eighth Annual Meeting of the School Broadcast Conference, to be held at the Morrison Hotel in Chicago, October 23 and 24.

Dr. Lyman Bryson, Director of Education for the Columbia Broadcasting System, will serve as permanent chairman.

Questions scheduled for consideration in general sessions are: The Philosophy of Radio Education and the Classroom Use of Radio; In-school and School Producing Groups and their Administrative Problems; Implications in the Growth of FM Educational Broadcasting; Educational Radio and Television Look to the Future.

"The problems of the school broadcasting and public service programming have grown so remarkably that no Conference as previously set-up can cope with them," said George Jennings, Director of the meeting. This session has been planned as a working conference, with all delegates attending all sessions. Broadcasters and educators will have an opportunity to present and discuss their problems . . . so that the educator may have the benefit of the broadcaster's radio experience and the broadcaster may have the benefit of the educator's classroom experience, to the end that school and public service broadcasting may become the potent factor in education and American life that it can be."

CHICAGO SCHOOL BROADCASTS GROW

According to George Jennings, Director of the Radio Council of the Chicago Public Schools, the number of school broadcasts has grown rapidly. The statement follows:

"Five major commercial radio stations, supplemented by the Board of Education's owned and operated FM station, WBEZ, carried radio programs into 5800 classrooms of the Chicago Public Schools during the months of February through June, 1944, according to a semi-annual report of radio listening in the Chicago schools, just released by the Radio Council. 263,561 students in 403 Chicago schools heard one or more broadcasts during any average week in the five-month period covered by the survey.

"Programs released by WIND, WJJD, WMAQ, WBBM, WLS and WBEZ figured in the survey, with WIND releasing 69 Radio Council broadcasts to an audience of 1296 classes; WJJD releasing 72 Radio Council broadcasts to 814 classes; WLS Schooltime (a five-a-week strip) was heard in 389 classes; WBBM-CBS American School of the Air was heard in 266 classes. Five hundred and seventy-two classes reported listening to WBEZ (FM) and 2492 classes reported that they listened to special broadcasts on both WBEZ and other local Chicago stations. The program released by WMAQ is a Saturday morning broadcast and no classroom figures are available on it.

"The number of frequency modulation receivers in the schools doubled in comparison with a survey for the first half of the school year 1943-1944. Total hours of operation for the FM Station WBEZ increased from 207 hours for the first half of the year to 385 hours. Total time on commercial stations increased from 31 hours and 30 minutes to 48 hours and 30 minutes.

"Reported number of students listening to radio in classrooms increased by 81,000; much of this increase can be attributed to the re-scheduling of programs released on standard stations on Station WBEZ at a more convenient time for teachers and classes.

"Despite obsolescence and inability to repair standard receiving sets in use in schools as well as a loss of sets through theft, the total number of classroom receivers increased by 135 sets. Many of these sets are 'on loan' to schools by teachers and families with more than one set, although some of the increase is due to the purchase of new pre-war FM receivers.

"Attendance at lectures arranged with local Chicago service institutions, such as the Chicago Natural History

Museum (Field Museum), the Museum of Science and Industry, and others which are planned to supplement broadcasts, increased from 456 for seven lectures to 1069 for eight lectures. Members of the Radio Council Staff visited 308 Chicago schools and 161 schools participated in the Council's second semester evaluation of program project. 564 different evaluation reports were received on Council broadcasts."

BE ON THE LOOKOUT

John Carl Jeffrey, Manager of Radio Station WKMO, Kokomo, Indiana, reports the activities of an individual who operated in that community under the name of Harry Keefe. This party is a smooth talker who conducts radio programs on a participating basis with stations. He comes originally from Cedar Rapids, Iowa. He is about 55, 5' 9" tall, weighs about 210 pounds, has peculiar streaked hair of black, yellow and white. He is alleged to have passed over \$100 worth of spurious checks. Radio operators are cautioned to be on the lookout. NAB would appreciate any advice regarding this party's movements.

WROK COVERS 200 TRAFFIC SPOTS

On display in 200 stores, windows and other key traffic spots in Rockford, Ill., are blue and white placards distributed by station WROK to advertise Blue Network shows. Size 14 x 22 inches, the posters will be changed monthly. First in series plugs "Blonde", "Breakfast at Sardi's" and Philco Summer Hour. Sponsor of each program is listed beneath the title.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission. They are subject to change.

Wednesday, August 9

- NEW—Birney Imes, Jr., Meridian, Mississippi (Applicant for C. P. for a new station to operate on 1240 kc., 250 watts, unlimited).—Petition for leave to amend application; the applicant attorney: Paul Spearman.
- NEW—Birney Imes, Jr., Meridian, Mississippi (Applicant for C. P. for a new station to operate on 1240 kc., 250 watts, unlimited).—Petition to intervene; Mississippi Broadcasting Company, Inc. Attorneys: Raymond H. Beebe and Raymond C. Cushwa.

Tuesday, August 15

- WHKC—United Broadcasting Co., Columbus, Ohio.—Petition (filed 6-2-44) by International Union, United Automobile, Aircraft and Agricultural Implement Workers of America, affiliated with the Congress of Industrial Organizations, and Local 927, UAW-CIO, Columbus, Ohio, for reconsideration and hearing, directed against the action of the Commission on 5-16-44, granting the above-entitled application.

Federal Communications Commission Action

APPLICATIONS GRANTED

- KORE—Frank L. Hill and Violet G. Hill, d/b as Eugene Broadcast Station, Eugene, Oregon.—Granted request for waiver

of Section 1.364 of the regulations requiring filing of application for involuntary assignment of license within 30 days of the death of assignor; granted additional 30 days within which to file such application.

- Birney Imes, Jr., Meridian, Miss.—On the Commission's own motion, continued hearing in Docket 6596 scheduled for August 10, until September 8, 1944. (Application is for construction permit for new station.)
- WJLS—Joe L. Smith, Jr., Beckley, W. Va.—Scheduled for oral argument on August 30, 1944, in re application for construction permit to make changes in equipment of WJLS for operation on 560 kc. with 100 watts power night, 250 watts day, unlimited time. (Proposed Findings No. B-199; Docket No. 5972.)
- KNET—Palestine Broadcasting Corp., Palestine, Texas.—Granted modification of license to change hours of operation from daytime only to unlimited (B3-ML-1196).
- WRNL—John Stewart Bryan, Douglas S. Freeman and D. Tennant Bryan (Transferors); Richmond Newspapers, Inc. (Transferee); Richmond Radio Corp. (Licensee), Richmond, Va.—Granted consent to transfer control of Richmond Radio Corp., licensee of station WRNL, and relay stations WEOH and WAHM, from John Stewart Bryan, Douglas S. Freeman and D. Tennant Bryan to Richmond Newspapers, Inc., representing 500 shares, or 100% of all authorized, issued and outstanding common voting stock. The consideration for these shares is cancellation of notes of the transferors aggregating \$25,000 due to and held by transferee (B2-TC-381).
- WMRN—Howard F. Guthrey and Florence Guthery (Transferors), Robert T. Mason (Transferee), The Marion Broadcasting Co. (Licensee), Marion, Ohio.—Granted consent to transfer of control of The Marion Broadcasting Co., licensee of Station WMRN from Howard F. Guthrey and Florence Guthery (Transferors) to Robert T. Mason (Transferee), involving sale of 101 shares, or 50.5% of the issued and outstanding capital stock of licensee for a consideration of \$13,837 (B2-TC-398).
- WDEF—Joe W. Engel (Assignor), WDEF Broadcasting Co. (Assignee), Chattanooga, Tenn.—Granted consent to assign the license of Station WDEF from Joe W. Engel to WDEF Broadcasting Co., involving transfer from an individual to a corporation controlled by him (B3-AL-420).
- KLBM—Ben E. Stone (Assignor), Inland Radio, Inc. (Assignee), LaGrande, Ore.—Granted consent to assign the license of Station KLBM from Ben E. Stone to Inland Radio, Inc., for a consideration of \$15,000 (B5-AL-423).
- KTAR—KTAR Broadcasting Co., Phoenix, Ariz.—Granted renewal of license on a regular basis.
- KTW—The First Presbyterian Church of Seattle, Seattle, Wash.—Granted renewal of license for the period ending May 1, 1947.
- WJAX—City of Jacksonville, Jacksonville, Fla.—Granted renewal of license for the period ending May 1, 1947.
- WSAP—Portsmouth Radio Corp., Portsmouth, Va.—Granted motion to dismiss without prejudice application for construction permit to change frequency from 1490 to 1240 kc.
- KCRJ—Central Arizona Broadcasting Co., Jerome, Ariz.—Granted authority to cancel outstanding license, delete call signal KCRJ, and close records of this station. Denied request to reserve this call signal.
- WGST—Ga. School of Technology, Atlanta, Ga.—Granted license to cover construction permit which authorized changes in transmitting equipment and increase in maximum rated carrier power output of auxiliary transmitter (B3-L-1811).
- WKAQ—Radio Corp. of Puerto Rico, San Juan, P. R.—Granted modification of construction permit for extension of completion date to 1-26-45 (B-MP-1755).
- W9NEK—Courier-Journal and Louisville Times Co., near Eastwood, Ky.—Granted license to cover construction permit for new developmental broadcast station on an experimental basis only; 45500 kc., or other frequencies at the direction of the Commission. 1 KW (B2-LEX-17).
- KUDT—A. H. Belo Corp., Portable, area of Dallas, Tex.—Granted license to cover construction permit for new relay broadcast station frequencies; 156750, 158400, 159300 and 161100 kc., 100 watts (B3-LRE-436).
- WKAQ—Radio Corp. of Puerto Rico, San Juan, P. R.—Granted modification of construction permit for extension of completion date to 1-26-45 (B-MP-1756).

KGHF—Curtis P. Ritchie, Pueblo, Colo.—Granted license to cover construction permit which authorized increase in power from 500 watts day and night to 1 KW day, 500 watts night, and changes in transmitting equipment (B1-L-1817). Also granted authority to determine operating power by direct measurement of antenna power (B5-Z-1610).

WHLN—Blanfox Radio Co., Harlan, Ky.—Granted license to cover construction permit authorizing change in frequency from 1450 to 1230 ke. and changes in antenna and ground system (B2-L-1818). Also granted authority to determine operating power by direct measurement of antenna power (B2-Z-1611).

KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—Granted modification of construction permit (B3-P-3062), for extension of completion date to 10-10-44.

APPLICATIONS FILED WITH FCC

NEW—Binghamton Press Co., Inc., Binghamton, N. Y.—Construction permit for a new standard broadcast station to be

operated on 1490 ke., power of 250 watts and unlimited hours of operation.

KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—Modification of construction permit (B3-P-3062 which authorized change in frequency, increase in power, installation of new transmitter, directional antenna for night use and move station) for change in type of transmitter, changes in directional antenna system and extension of commencement and completion dates.

NEW—Ernest E. Forbes, Jr., tr/as Magic City Broadcasting Co., Birmingham, Ala.—Construction permit for a new standard broadcast station to be operated on 1490 ke., power of 250 watts and unlimited hours of operation.

KVAK—S. H. Patterson, Atchison, Kansas.—Authority to determine operating power by direct measurement of antenna power.

NEW—Donald A. Burton, Muncie, Ind.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46500 ke. with coverage of 9,600 square miles.